DOCUMENT RESUME

ED 235 376 CE 037 294

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TITLE	Marketing and Distributive Education Curriculum Planning Guide. Revised.
INSTITUTION	Southern Illinois Univ., Carbondale.
SPONS AGENCY	Illinois State Board of Education, Springfield. Dept. of Adult, Vocational and Technical Education.
PUB DATE	[83]
CONTRACT	R-33-13-D-0362-448
NOTE	568p.; For related documents, see ED 156 857-861, ED 174 822-823, ED 186 726-727, ED 189 382, ED 203 040, ED 204 510-512, and ED 218 481-482.
PUB TYPE	Guides - Classroom Use - Guides (For Teachers) (052)
EDRS PRICE	MF02/PC23 Plus Postage.
DESCRIPTORS	Advertising; *Articulation (Education); *Competence; Competency Based Education; *Course Content; Course Descriptions; Curriculum; *Distributive Education; *Marketing; Postsecondary Education; Salesmanship; Secondary Education; *State Curriculum Guides; Vocational Education
IDENTIFIERS	*Illinois

ABSTRACT

This curriculum guide for marketing and distributive education programs in Illinois consists of two sections. In the first section, the rationale for the curriculum is presented, along with the process used to develop it. This presentation is followed by a discussion on articulation in education, especially between high school and postsecondary educators. A profile of the community college curriculum, suggestions for program planning, and suggested teaching methods complete the first section. The second (and major) section of the guide consists of two appendixes. The first contains course descriptions for business, marketing, and management programs. Courses described include advertising services; apparel and accessories marketing; business and personal services marketing; financial services marketing; floristry, farm and garden supplies marketing; food marketing; general marketing; hardware marketing; home furnishings and office products marketing; hospitality and recreation marketing; industrial products and services marketing; insurance, real estate, retailing, small business management and ownership, transportation and travel marketing; and vehicles and petroleum marketing. The second appendix lists 1,991 competencies in the marketing and distributive education curriculum and shows to which courses they apply. (KC)

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MARKETING AND DISTRIBUTIVE EDUCATION

CURRICULUM PLANNING GUIDE

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MARKETING AND DISTRIBUTIVE EDUCATION IN ILLINOIS

Marketing is important to our nation's economic growth. Consequently, marketing and distributive education programs have received increased recognition in recent years. Production, distribution, and consumption account for the nation's three leading economic activities, with mass production based on an efficient system of mass distribution. When distribution lags, our nation falls short of reaching its full economic potential.

Due to a daily growth in technology, fewer workers are needed to produce goods and services, but more workers are needed to distribute them. The demand for persons trained in marketing is, and will continue to be, strong. In Illinois, marketing businesses employ over two million people! Job opportunities in marketing are varied; while some marketing jobs require a few basic competencies, others require extensive training and education.

Vocational marketing and distributive education programs are designed to meet the needs of people who have entered, or who are preparing to enter, a field requiring competencies in sales, sales promotion, buying, transportation, storage, stock control, finance, marketing research, and management. Although a variety of competencies are required, most marketing occupations are primarily involved in the movement of goods and services to the consumer.

In Illinois, marketing and distributive education programs address several occupations. Since many programs are interdisciplinary, schools are encouraged to offer marketing competencies to students of other programs. For example, competencies in advertising, selling, and management could be offered to students in small engine repair, radio and television repair, vehicle and petroleum marketing, apparel and accessories marketing, floristry, farm and garden supply, and agricultural supply and services. In addition, students with marketing career goals in apparel and accessories or food marketing occupations could be offered competencies in home economics such as textiles, nutrition, or food preparation. A similar interdisciplinary approach could be planned for all marketing areas.

Interdisciplinary strategies can have students from one program learning relevant competencies in another program, as seen in the following examples:

1. Clothing, textile, and fashion students in a home economics program will benefit from marketing instruction in general marketing or specialized apparel and accessories and/or home furnishings and office products marketing courses.
2. Power and heavy equipment, auto mechanics, auto body, welding, electronics, small engine repair, and machine shop students in an industrial program will benefit from marketing instruction in small business management and ownership, general marketing, and accounting.
3. Agri-production and/or agri-business students in an agriculture program will benefit from both general marketing and small business management and ownership courses.
4. Transportation program students will benefit from warehousing, small business management and ownership, general

marketing, and accounting courses.

Marketing students can benefit from learning competencies in other programs as well.

Employment opportunities in marketing can be found in a variety of businesses. Examples include: advertising agencies, department stores, wholesale firms, service stations, jewelry stores, savings and loan associations, banks, stock and brokerage firms, hotels and motels, manufacturing firms, building supply firms, delivery and transportation services, warehouses, automobile dealerships, auto parts stores, and bulk oil plants.

Potential exists for developing a variety of programs for secondary, post-secondary, and adult students. Marketing and distributive education curriculum guides in Illinois include the following:

Illinois Marketing and Distributive Education Curriculum Guides

- Advertising Services (cc)
- Apparel and Accessories Marketing
- Financial Services Marketing
- Floristry, Farm and Garden Supplies Marketing
- Food Marketing
- General Marketing
- Hardware Marketing
- Home Furnishings and Office Products Marketing
- Hospitality and Recreation Marketing (cc)
- Industrial Marketing (cc)
- Marketing Services:
  - Agricultural Services Marketing
  - Business and Personal Services Marketing
  - Insurance Marketing (cc)
  - Real Estate Marketing (cc)
- Retailing
- Small Business Management (cc)
- Transportation and Travel Marketing (cc)
- Vehicles and Petroleum Marketing
- Wholesaling.

(cc) Greater depth and specialization in community colleges is suggested.

THE COMPETENCY-BASED CURRICULUM

Marketing and distributive education programs consist of instruction related to students' career objectives.

Instruction progresses from basic job instruction to more advanced instruction in career development, and then proceeds to an even more advanced specialist level. Some of the same areas are covered in both the basic and career development curriculums, but in the career development curriculum, the subject matter is more complex. The complexity is necessary, since this level of instruction prepares the student for a more advanced job level.

Marketing and distributive education instruction can be delivered through both cooperative and project methods. Through the cooperative method, classroom instruction is coordinated with on-the-job learning experiences. Through the project method, classroom instruction is supplemented by learning experiences or activities related to each student's occupational objective. Instruction in both the project method and cooperative method is coordinated with school-directed experiences in:

1. Advertising
2. Communications
3. Display
4. Human Relations
5. Management
6. Marketing/Economics
7. Mathematics
8. Merchandising

9. Operations
10. Product/Service Technology
11. Selling.

Guidelines for curriculum development in marketing and distributive education are:

1. Relate the curriculum to students' occupational objectives and employment opportunities.
2. Plan the curriculum so that it relates to the level of employment for which the student is preparing.
3. Plan the curriculum in accordance with the type of school in which the curriculum is to be taught: comprehensive high school, area vocational center, community college, or proprietary school.
4. Relate the vocational learning experiences to students' needs and abilities using all available school and community resources.

PROCESS USED TO DEVELOP CURRICULUM

In Order to develop a Marketing and Distributive Education Curriculum Guide, a sequence of major activities must be completed involving task analysis, objective development, learning activity materials development, individual module validation, system implementation and testing, and completer follow-up.

The sequence begins with task analysis, during which those competencies required for job performance at all levels of employment are identified. After surveying related documents and training materials and interviewing employers, employees, and field specialists, job-related tasks are listed according to the level of employment. This list of tasks provides the basis for developing objectives.

In the objectives, expected learning outcomes are stated. Based on information gathered from the task analyses, measurable objectives are developed using standards, conditions, and performance criteria to be found on the job. Objectives provide the foundation on which all learning activities are based.

Learning activity materials are developed so that objectives can be met. These instructional materials create learning and assessment situations which relate to the competencies required of the job.

To determine whether the learning activity materials actually teach the proposed objectives, each learning activity is tested, or validated with students. The students are a part of the target population for whom the curriculum is designed. Revision follows to assure effective learning activities.

The sequence of developing curriculum guides, beginning with task analysis and continuing with objective development, learning activity development, and system implementation and testing, all lead to the completion of the product. Yet, the sequence doesn't stop here. Evaluative feedback gained from students who have previously used the curriculum guide should continually shape and reshape the guide, so that it will continue to be valid for students.

MARKETING AND DISTRIBUTIVE EDUCATION PROGRAM COURSE DESCRIPTIONS

A complete description of courses can be found in Appendix A for the Marketing and Distributive Education program. The descriptions are from the guide for Sequential Programs for Business, Marketing, and Management Occupations in the Secondary Schools published by the Illinois State Board of Education, Department of Adult, Vocational and Technical Education.

ARTICULATION

The more closely instruction relates to employment competencies, the greater the prospects for students to secure a job. Community colleges offer a wide selection of employment-related programs in marketing. The duration and depth of these programs depend on whether the student is working toward a Certificate, an Associate in Applied Science (AAS) degree, or an Associate in Science (AS) degree. Instruction prepares students for initial employment, upgrades competencies of individuals who are attempting to secure middle or advanced management positions, or retrains individuals for new jobs.

The associate degree programs involve the equivalent of two years of full-time study, and concentrate on general education, introductory or core business courses, and specialized marketing courses. The community college marketing experience also can be shared by those currently employed in marketing positions. A number of short-term "Certificate of Completion" programs exist for the purpose of upgrading competencies for advancement to, or maintenance of, positions. A variety of program delivery formats may be established to meet the special scheduling needs of the employed, including half-day or all-day programs, non-credit seminars and workshops, and series of two or more college credit courses organized around a specialized marketing instructional area.

Community colleges face the challenge of articulating their curriculums with the needs of secondary marketing and distributive education programs located in the district, with four-year colleges and universities where the community college student might pursue further education, and with the local business community.

ARTICULATION BETWEEN THE HIGH SCHOOL AND COMMUNITY COLLEGE

Community college or high school personnel can "bridge" a gap between high school and community college by contacting each other to discuss how marketing and distributive education teacher/coordinators and instructors can expand marketing curriculums on the basis of marketing competencies developed in high school. Community college personnel must stress how additional competency development in a community college or university marketing program can lead to career opportunities not otherwise available to high school graduates.

There should be full and open discussion among secondary and post-secondary administrators and instructors to determine:

1. What advanced programs and courses are available and/or are being planned in marketing occupations to provide secondary school graduates with additional competencies to enhance their skills and knowledge for upward mobility within their career choice(s)?
2. What regulations, policies, procedures, etc., are available to secondary school graduates to insure that they may enter post-secondary instruction at their highest level of achievement, thus eliminating any repetition or instruction that the students may have previously accomplished? This may include a procedure for waiver of courses, proficiency examinations, and/or offering college credit for equivalent skills developed in the career field.
3. What plans and procedures are there to provide the secondary school with resource persons with expertise to work

with the secondary school students at their schools before graduation, particularly with those who plan or hope to attend the post-secondary institution of their choice?

4. How can informative brochures, catalogs, scheduling procedures, and other matriculation information be made available to prospective secondary school graduates?
5. What arrangements can be made for representatives of secondary and post-secondary institutions to mutually share and benefit from each institutional level advisory committee?
6. What arrangements can be made for prospective secondary school graduates from marketing and distributive education programs to be invited and transported to post-secondary institutions for the purpose of program and facility orientation? Advantages are to be gained from visiting instructors, meeting students engaged in specific programs of mutual interest, and knowledge of a variety of occupational programs.

ARTICULATION WITH FOUR-YEAR COLLEGES AND UNIVERSITIES

Articulating the community college marketing program with that of the four-year college and university is difficult due to the differences in underlying curriculum philosophies.

A marketing program leading to a four-year college or university bachelor's degree in business administration is more theoretical, and often devotes more time to general education, quantitative methods, and behavior science courses than its community college counterpart. Job expectations following graduation from the four-year marketing program are usually for middle- to upper-level management, and/or for higher-level specialist marketing positions.

The community college marketing program, however, is more applied than theoretical, developing marketing competencies for middle-level management positions for which bachelor's degrees are often not required. Because some courses taught in a community college are not taught at a four-year college or university, articulating programs can be difficult, as evidenced in loss of credit when a student transfers from the community college to a university. To prevent loss of credit, a high school graduate who desires to eventually earn a bachelor's degree in business administration with a major in marketing could follow a "transfer-oriented" business curriculum while at the community college.

ARTICULATION WITH THE BUSINESS COMMUNITY

The third articulation problem is faced by the educational sector and its relationship to the area business community. Since business communities differ from one another, it follows that schools that develop close working relationships with their respective communities will differ from one another. Articulation between school curriculums and business community requirements increase opportunities for placement of graduates. It is essential that schools encourage and develop business community relationships through local marketing advisory committees, individuals in business, and cooperation with community organizations.

COMMUNITY COLLEGE CURRICULUM

A community college is as diverse as the constituency which it serves. Its "diversity by design" allows for a broad range of courses to address the needs of students of different socioeconomic backgrounds, prior educational experiences, abilities, and short- and long-term goals.

Students in community college marketing programs can be categorized into four groups. One group plans on obtaining a bachelor's degree in business administration, with a major in marketing. This group's needs are met through the community college's "business transfer program," which involves students in an Associate in Arts (A.A.) or an Associate in Science (A.S.) degree program.

Another group of students prepares for a career in middle-management or a specialized phase of marketing. The Associate in Applied Science (A.A.S.) degree is earned by this group after completing a specific marketing program.

People who wish to upgrade their skills and/or acquire additional competencies, including those who already have business and marketing experience, form another group of students found in community college marketing programs. This group can profit from non-credit short-term seminars and workshops.

People who have little or no prior vocational training or work experience form yet another group of students. These students desire to learn competencies that will assist them in securing marketing entry-level positions. Their needs are met through course selections and vocational counseling. Many of these students eventually enter into a certificate program and/or an Associate degree program. In recent years, an increasing number of women who wish to return to the work force have joined this group.

Community college marketing programs often provide experience-based education. Community college students have access to high-quality work experience that is similar to, but more advanced than, high school cooperative marketing and distributive education.

A large community college might offer several marketing curriculums, while a small community college usually limits itself to a single general marketing curriculum, usually entitled "Marketing Mid-Management" or "Marketing Management."

Some colleges offer both the A.A.S. degree and a Certificate within the same marketing program. These curriculums could be linked so that a student's coursework in a certificate program could be applied to the A.A.S. degree as well. A student completing the specialized marketing courses in the certificate program would only need to complete the general education and general business core courses in order to acquire the A.A.S. degree.

Post-secondary institutions in Illinois must offer a variety of marketing and distributive education programs in order to meet the demands of the work place. Generalized marketing curriculums found in many Illinois community colleges often do not provide the competencies necessary for employment in diverse types of marketing enterprises. The wider the range of program choices, the greater the opportunities for job placement.

In an age of daily technological advances, community colleges face the challenge of adapting to changes within their respective communities, changes in marketing technologies, and changes in business and industry in their respective districts. Trends indicate that future needs will be dependent on more specialized community college-level marketing programs than those offered in the past.

THE PROGRAM PLANNING PROCESS

Careful planning is necessary for effective marketing and distributive education programs. A substantial amount of time is needed to assess student and community needs and design a program based on those needs. Time must be invested in gathering data, enlisting community support, recruiting and coordinating advisory committees, receiving administrative approval and budget commitment, identifying and counselling interested students, selecting teachers, and acquiring facilities and materials.

While some school administrators and employers might support semester-length marketing and distributive education programs, most are interested in long-term comprehensive programs. Specific and current data on student and community needs are required to enlist and maintain the support of administrative personnel, guidance counselors, faculty members, and community agencies. Employment trends based on the number and variety of regional and national job opportunities in marketing is a necessary component in assessing the need for a particular marketing curriculum. Employment data also is valuable in providing marketing students with updated career information.

Just as American industries and businesses are highly mobile, so are students. They move not only from state to state and region to region, but also to and from urban and rural communities. Supply and demand information on workers and jobs is available in the form of United States Government Printing Office publications, such as:

1. Occupational Outlook Handbook (published biannually) and the Occupational Outlook Quarterly.

2. Manpower Report of the President (published annually).

3. Census of Business (published every five years).

The above documents can be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402.

A possible plan of action for designing a comprehensive marketing curriculum is suggested below:

1. Secure permission from all necessary educational officials to investigate the need for a program or to expand present programs in the field of marketing and distributive education.

2. Contact the Illinois State Board of Education/Department of Adult, Vocational and Technical Education through appropriate administrative officials in the local educational agency to secure necessary bulletins in order to learn about state guidelines, rules and regulations, and staff qualifications.

3. Learn as much as possible about educational programs in the field of marketing through reading various publications and visiting other local educational agencies offering quality programs.

4. Request assistance in determining the need for program(s) from the Illinois State Board of Education/Department of Adult, Vocational and Technical Education.

5. Prepare, in writing, a basic outline of the plan that will be followed in determining the need for revising the curriculum and submit to appropriate local administrative officials for approval.

6. Contact key individuals among employers, employees, schools, service clubs, and other agencies regarding the advisability of setting up or revising a program in marketing and distributive education.

7. Work with the administrative official to appoint a steering committee (temporary advisory committee).

8. Schedule a steering committee meeting at which time the following points are emphasized:

   a. Function of committee
   b. Objectives of proposed program
   c. General acquaintanceship with program
   d. Proposed plan of action.

9. Conduct a student needs assessment survey to determine student needs and interests after sufficient career orientation to the occupational field has been provided. Consider the following:

    a. Students' career plans and interests
    b. Students' interests in marketing occupations for which training will be provided
    c. Students' plans for further education
    d. Students' needs to work in order to remain in school or while obtaining further education.

10. Determine employers' needs and interests in the proposed programs by collecting the following types of information:

    a. Number and kinds of current job openings in the field of marketing.
    b. Number of kinds of marketing job replacements needed to fill anticipated job openings during the next five years.
    c. Five-year projections for employment growth
    d. Job qualifications in marketing occupational categories
    e. Five-year projections of new and emerging marketing jobs
    f. Training needs for particular marketing occupations or for competency areas as expressed by employers
    g. Number of students for whom employers could adequately provide on-the-job training
    h. Number of employers willing to provide training even though full-time employment opportunities in their organizations are limited.

11. Determine how the marketing and distributive education program(s) can best fit into the total program of the local educational agency by answering the following questions:

    a. How much time will be required to achieve program objectives?
    b. What courses will make up the program?
    c. What will be the grade level of each course?
    d. How will the courses be scheduled?
    e. How will staff members be selected, assigned, and retrained if necessary?
    f. Which existing courses need revision?
    g. What courses must be added or dropped?
    h. How will guidance and exploratory experiences be provided?
    i. How are students to be selected?
    j. How much credit or recognition for satisfactory completion of instruction will be given?
    k. What type of community experiences and laboratory programs will the students participate in--project and/or cooperative?
    l. Who will administer the programs?
    m. Are there sufficient physical facilities, rooms, and equipment available?

n. What instructional materials will be used?
o. Can the local educational agency meet the state requirements for the program?
p. Are qualified instructional personnel available?
q. Is the local educational agency near enough to the employment community so that students can get to the training stations and other laboratory facilities without undue difficulty?

12. Devise a tentative written short- and long-range plan including: philosophy, measurable objectives, policy formulation, control, procedures, responsibilities of personnel, organizational structure and general supervision, broad advisory functions, and an estimated total cost and budget for the program and local plan.

The above outline illustrates the long-range planning necessary for a comprehensive marketing program. Continued updating makes the curriculum relevant to the changing needs of all involved.

Marketing is indeed important to our nation's economic growth. It is exciting that secondary and post-secondary institutions have the opportunity, through meaningful marketing curriculum development, to provide the means by which we can confidently face the decade ahead.

TEACHING METHODS

There is no one best way to teach. Since different people learn in different ways, and different competencies often require different teaching strategies, teachers must choose the best method for a particular situation.

A teacher's choice of teaching methods takes into consideration the needs of the learner, as well as the nature of the subject material to be taught. While a variety of methods of instruction can be used in the early, intermediate, and final stages of a student's learning, some methods are more appropriate for one stage than another. For example, a teacher wishing to instruct students in a particular procedure might initially demonstrate the procedure. Once students have seen the process, the teacher could follow the demonstration with a discussion to clear up any lingering misunderstandings. With the early and intermediate stages of learning addressed, the teacher might follow the discussion with a student simulation of the demonstrated procedure. The sequence: demonstration, discussion, and simulation would be appropriate for this particular situation, yet might be inappropriate for another.

The purpose of presenting these methods of instruction is to present the teacher with a reference point from which effective teaching strategies can be built.

The following methods are presented (in alphabetical order): brainstorming, buzz session, case studies, demonstration, discussion, field trip, independent study, interview, panel, peer training, programmed instruction, recitation, role-playing, and simulation.

BRAINSTORMING METHOD

Definition: A spontaneous outpouring of ideas for a limited time with ideas recorded as they are offered without being modified in any way.

Use when:

--wanting to identify alternative ideas before reaching a basis for making a decision.

--many aspects of a problem need to be considered before it can be defined.

--maximum participation is sought from the entire group.

Remember to:

--stress that it is not necessary for ideas to be related to each other.

--explain four important rules:

1. no critical remarks are tolerated.
2. improving upon someone else's idea, or combining two or more fragments of ideas that others have offered, is allowed.
3. the wilder the idea, the better; it's easier to tame them down than pump them up.
4. quantity takes precedence over quality; because the percentage of usable ideas coming out of the average brainstorming session is about six percent, the more ideas, the more winners.

BUZZ SESSION METHOD

Definition: A discussion of a topic or a performance of a task by a large group subdivided into small groups which meet simultaneously.

Use when:

- --encouraging discussion.
- --obtaining the contribution of students who, for one reason or another, will not speak in the presence of a large group.
- --identifying the needs and interests of students.

Remember to:

- --appoint or have each small group appoint a leader to avoid a discussion.
- --have each group appoint a secretary to note the main points of the discussion.
- --have the leader or secretary of each group share with the large group their respective group's main points.
- --coach the groups if they appear lost or disorganized.

CASE STUDIES METHOD

Definition: A written or verbal presentation of an actual or hypothetical experience to illustrate a point.

Use when:

--students need real-life situations to understand a point.

--getting students to think about a specific problem.

--encouraging discussion.

--stimulating students' interest.

Remember to:

--start with an incident.

--pick out and organize factual information from the case study.

--have students draw conclusions from the incident.

--summarize students' conclusions and complement/contrast them with your own.

DEMONSTRATION METHOD

Definition: A carefully prepared presentation that shows how to perform an act or use a procedure.

Use when:

- --teaching students how to perform an act or use a new product or procedure.
- --promoting confidence that a procedure can be learned.
- --promoting interest in learning and using a procedure.

Remember to:

- --demonstrate the same equipment the student will use.
- --explain the procedure as it is being performed.
- --repeat difficult operations.
- --follow the demonstration with either supervised practice or verbal description of the demonstration.
- --give attention to safety instruction.
- --allow time for questions after the demonstration.

DISCUSSION METHOD

Definition: An interaction between students, under the guidance of an instructor, in order to analyze, explore, and/or debate an issue.

Use when:

- --clarifying or exploring issues raised or information presented previously by means of another technique.
- --identifying and solving problems.
- --desiring an exposure to a variety of views.
- --teamwork is desired.
- --promoting greater understanding of an issue.

Remember to:

- --outline the specific issue to be discussed prior to the discussion.
- --encourage students to clarify, analyze, and summarize.
- --guide the discussion without lecturing.

FIELD TRIP METHOD

Definition: A carefully planned educational tour in which a group visits an object or place of interest for first-hand observation and study.

Use when:

--providing first-hand observation and study.

--stimulating interest in conditions that need study.

--relating theoretical study to practical application.

Remember to:

--require students to accomplish something in relation to the field trip; e.g., observation check list or report.

INDEPENDENT STUDY METHOD

Definition: Assigned readings or research which one undertakes on his/her own initiative.

Use when:

--students desire to improve their understanding of a subject.

--students desire to pursue a special interest.

Remember to:

--provide the students with a reading list tailored to their special needs.

--provide the students with a statement of objectives which specify what they will be expected to accomplish.

--inform the students how their learning will be assessed

INTERVIEW METHOD

Definition: A presentation conducted before an audience in which one or two resource persons respond to questions by an interviewer about a previously determined topic.

Use when:

--presenting information in a relaxed and informal manner.

--exploring or analyzing a problem.

--clarifying issues.

--stimulating interest in a topic.

--encouraging class participation in a technique that is to follow the interview; e.g., a group discussion.

--obtaining the impressions of an authority.

Remember to:

--prepare the students with background information in advance of the interview.

PANEL METHOD

Definition: A group of persons (usually three to six) having a guided discussion on an assigned topic.

Use when:

- --identifying and clarifying problems or issues.
- --bringing several points of view before a class.
- --examining the advantages and disadvantages of a course of action.
- --stimulating interest in a topic.
- --making use of a wide range of informed opinions.

Remember to:

- --select a panel leader.
- --prepare the panel in advance by warning against monopolizing, lecturing, and losing control.
- --provide an opportunity for class and/or panel to evaluate panel discussion.

PEER TRAINING METHOD

Definition: A student who has completed training acts as an instructor to another student.

Use when:

--desiring a one-to-one instructor-student relationship.

--teaching an on-the-job course.

Remember to:

--have the students initially watch the advanced student perform all the job duties.

--make sure the student teacher is completely familiar with the skills necessary to perform the job.

--supervise both students and student teachers.

PROGRAMMED INSTRUCTION METHOD

Definition: A sequential instructional program which provides immediate feedback by repeating and restating facts.

Use when:

--scheduling is a problem.

--students desire to proceed at their own rate of learning.

Remember to:

--assure the students understand that the program is not a test, but a learning method.

--be available to assist any students experiencing difficulty.

RECITATION METHOD

Definition: A speech in which one relates what s/he has learned through previous study.

Use when:

- --students' learning is to be assessed.
- --desiring a basis for providing feedback to the students about what they have learned.
- --desiring students to study material at greater depth.

Remember to:

- --inform students in advance that they will be required to prepare a recitation.
- --see that instruction and assignments relate to the recitation to be given.
- --allow time for questions following the recitation.

ROLE-PLAYING METHOD

Definition: A spontaneous portrayal (acting out) of a condition or circumstance.

Use when:

- --dramatically illustrating an interpersonal problem so that it can be discussed.
- --promoting the understanding of others' feelings and viewpoints.
- --dramatically illustrating how people might react under certain circumstances.
- --providing skills and training in problem solving and diagnosis.
- --encouraging students to reflect on their own attitudes and behavior.

Remember to:

- --encourage volunteers to participate.
- --if a skill is to be taught, plan skill development from the simple to the complex.
- --set up realistic work problems.
- --prepare the role playing participants in advance.
- --work within specified time periods to avoid loss of interest.

SIMULATION METHOD

Definition: Representation of a process or event by symbols or devices that can be manipulated in place of their actual counterparts.

Use when:

--encouraging participation.

--encouraging practice under low risk circumstances.

--starting hands-on learning.

--developing persuasion and communication skills.

--introducing leadership roles.

--developing decision-making skills.

Remember to:

--teach terminology, identify locations and properties of objects, and identify appropriate reactions in the early stages of instruction.

--note whether students are beginning to understand the coordination of skills in the intermediate stage of instruction.

--note whether students can perform as they should on the job in the final stages of instruction.

APPENDIX A

Course Descriptions

COURSE DESCRIPTIONS FOR BUSINESS, MARKETING AND MANAGEMENT PROGRAMS

ADVERTISING SERVICES

Advertising Services is a skill level marketing course covering the specialized competencies that link the theory and principles of advertising to the marketing of goods and services. Advertising competencies taught in this course include the knowledge, skills, and attitudes required for employment in advertising institutions utilizing a variety of media. Advertising is concerned with product demand creation and sales promotion activities utilizing displays, merchandising aids, mass media, and public relations in all types of marketing enterprises.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

APPAREL AND ACCESSORIES MARKETING

Apparel and Accessories Marketing is a skill level marketing course covering the specialized competencies required for employment in all types of establishments primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Instruction includes social, economic and demographic factors that influence consumer fashion demand, different types of retailers and retail activities, applications of marketing principles and methods, and the variety of occupational roles involved in the marketing of fashion goods.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data base management, word processing, financial modeling, business graphics and communications between information processing systems.

BUSINESS AND PERSONAL SERVICES MARKETING

Business and Personal Services Marketing is a skill level marketing course covering the specialized competencies required for employment in establishments engaged in the marketing of business and personal services. Marketers of business services provide services to business establishments on a fee or contractual basis. Marketers of personal services provide services in consumer service establishments such as funeral homes, laundries, dry cleaners, beauty shops, barber shops, appliance repair shops, dance and art studios, health clubs, pet care/grooming shops, home maintenance, security and cleaning services, employment agencies, pest control, printing services, and accounting services. Instruction in this course is focused on the marketing knowledge, skills, and attitudes involved in such enterprises and not on the development of manual or procedural skills that are required to perform a particular service or task.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

FINANCIAL SERVICES MARKETING

Financial Services Marketing is a skill level marketing course covering the specialized competencies required for employment in financial institutions such as commercial banks, savings and loan associations, credit agencies, credit unions, consumer-finance companies, collection agencies, security and commodity brokerages, and credit departments of business enterprises.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

FLORISTRY, FARM AND GARDEN SUPPLIES MARKETING

Floristry, Farm and Garden Supplies Marketing is a skill level marketing course covering the specialized competencies required for employment in retail, wholesale, and manufacturing establishments; and with growers dealing with live plants, cut flowers, floral arrangements, artificial flowers and plants, garden supplies, equipment, and related items; and seed, fertilizers, and other supplies for farm production.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

FOOD MARKETING

Food Marketing is a skill level marketing course covering the specialized competencies required for employment in retail and wholesale establishments, and in food processing and manufacturing firms that deal primarily with food and beverage products for either home preparation and consumption, or for use in commercial and institutional food service installations.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

GENERAL MARKETING

General Marketing is a one year course covering basic competencies required in a variety of marketing careers. General Marketing course content is the core of the marketing curriculum. In addition to basic competencies, students are oriented to the marketing functions, channels of distribution, and career opportunities in marketing. Students also are introduced to the activities of the Distributive Education Clubs of America (DECA) as an integral part of instruction.

Current generation equipment is utilized in this course to develop information management competencies required for employment of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

HARDWARE MARKETING

Hardware Marketing is a skill level marketing course covering the specialized competencies required for performing activities primarily associated with the marketing of a number of basic hardware lines such as tools, builders' hardware, paint and glass, wallcoverings, and related items.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

HOME FURNISHINGS AND OFFICE PRODUCTS MARKETING

Home Furnishings and Office Products Marketing is a skill level marketing course covering the specialized competencies required for employment in retail establishments, wholesale establishments, and manufacturing firms dealing with products and equipment primarily used for furnishings and maintaining the home; or products, equipment and supplies used in public and private business office operations.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

HOSPITALITY AND RECREATION MARKETING

Hospitality and Recreation Marketing is a skill level marketing course covering the specialized competencies required to perform marketing and management functions and tasks in any business enterprise or enjoyable use of leisure time. The hospitality industry includes lodging services and related convention services, and food and beverage services. Recreation includes products and services related to entertainment, sports, hobbies, and cultural activities.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

INDUSTRIAL MARKETING

Industrial Marketing is a skill level marketing course covering the specialized competencies required to serve as agents or sales representatives for manufacturers, or industrial wholesalers; and to market a special line of products and/or services to other businesses, factories, professional workers, and public and private institutions for use in producing other goods and services.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

INSURANCE MARKETING

Insurance Marketing is a skill level marketing course covering the specialized competencies required to perform marketing functions and tasks related to the sale and placement of insurance contracts with carriers.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

REAL ESTATE

Real Estate is a skill level marketing course covering specialized competencies including the theories and techniques of buying, selling, appraising, renting, managing, and leasing of real property.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

RETAILING

Retailing is a skill level marketing course covering the specialized competencies required for employment in a variety of marketing organizations involved in sales to ultimate consumers. Instruction in this course focuses on retailing as the final step in the channel of distribution from producer to consumer. Course content covers the variety of marketing functions and tasks performed by employees, including management personnel, engaged in merchandising a broad number of lines of merchandise. Instruction develops knowledge, skills and attitudes necessary to perform routine and complex tasks in relation to advertising, display, human relations, management, operations, selling and merchandising. Instruction focuses upon merchandising practices and concepts of mass merchandising as well as preparation for selling a limited line of products or services. Entrepreneurship concepts also may be integrated into retailing course content since a majority of small businesses that are started engage in retailing.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

SMALL BUSINESS MANAGEMENT AND OWNERSHIP

Small Business Management and Ownership is a skill level marketing course covering the competencies needed by individuals as managers or owner-managers of small business enterprises (including franchise operations). Primary skills developed in this course include self motivation, innovation, decision making, and human relations. Specific content includes social responsibilities, legal requirements, and risks involved in the conduct of a private enterprise, as well as deciding on a product or service, selecting a location, obtaining initial capital, choosing a legal form of organization, record keeping, credit and collection, advertising and sales promotion, employee and community relations and insurance. Students are given an opportunity to apply instructional content to a selected enterprise to aid in transforming theory into practice.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

TRANSPORTATION AND TRAVEL MARKETING

Transportation and Travel Marketing is a skill level management course covering the specialized competencies required for employment in enterprises engaged in passenger and freight transportation, travel services, warehousing, and other services incidental to transportation, storage, travel and tourism.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

VEHICLES AND PETROLEUM MARKETING

Vehicles and Petroleum Marketing is a skill level marketing course covering the specialized competencies required for employment or wholesale establishments engaged in the distribution of petroleum products, or in the retail, wholesale, manufacturing, and service establishments engaged in the marketing of cars, vans, trucks, mobile units, boats, other recreational vehicles, tractors, and other farm vehicles and implements, as well as related parts, accessories, equipment and services.

Current generation equipment is utilized in this course to develop information management competencies required for employment in this cluster of marketing careers. Instruction involves the use of simulations and computer assisted instruction as well as specific application software for data-base management, word processing, financial modeling, business graphics and communications between information processing systems.

APPENDIX B

Competencies in Marketing

ILLINOIS STATE BOARD OF EDUCATION
DEPARTMENT OF ADULT, VOCATIONAL AND TECHNICAL EDUCATION

COMPETENCIES IN THE MARKETING AND DISTRIBUTIVE EDUCATION CURRICULUM

CURRICULUM SECTIONS AND THEIR ABBREVIATIONS

Advertising	AD
Communications	CO
Display	DI
Economics/Marketing	EM
Finance	FI
Human Relations	HR
Management	MN
Mathematics	MA
Merchandising	ME
Operations	OP
Product/Service Technology	PS
Selling	SE

NOTE: Competencies beyond the original 983 identified by Dr. Lucy Crawford have been assigned numbers as they have been validated. This accounts for skips in numbers within a curriculum section.

Where possible competency numbers for Illinois and the Interstate Distributive Education Curriculum Consortium have been included.

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0001 IDECC:0001	Knowledge of or Understanding that: The uses of promotional and institutional advertising.										X			X						
AD IL:0002 IDECC:0002	Knowledge of or Understanding that: The types of media that are available for advertising--periodicals (newspapers, magazines, trade journals), mass media (radio, t.v., billboards) and direct advertising (catalogs, circulars, letters.)	X									X			X						
AD IL:0003 IDECC:0003	Knowledge of or Understanding that: The prices, available sizes, colors, styles or models of merchandising being advertised in order to better promote or sell.					X			X	X	X									
AD IL:0004 IDECC:0004	Knowledge of or Understanding that: The merchandise features to analyze when making comparison shoppings of a competitor's merchandise.		X																	
AD IL:0005 IDECC:0005	Knowledge of or Understanding that: The factors to consider when checking advertising proofs for corrections.	X																		
AD IL:0006 IDECC:0006	Knowledge of or Understanding that: The purposes of ad illustrations.	X	X																	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0007 IDECC:0007	Knowledge of or Understanding that: The relative cost of advertising in various media.		X																	
AD IL:0008 IDECC:0008	Knowledge of or Understanding that: The procedures of handling mail and telephone orders in response to ads.		X																	
AD IL:0009 IDECC:0009	Knowledge of or Understanding that: The various methods which can be used to inform customers of special events.	X	X																	
AD IL:0010 IDECC:0010	Knowledge of or Understanding that: The procedure for preparing an advertising budget and schedule that will apportion ad money for its most effective use.																			
AD IL:0011 IDECC:0011	Knowledge of or Understanding that: The purposes of advertising, such as build customer traffic, build a reputation for the store, stabilize sales volume and introduce new products.	X	X			X			X		X			X					X	
AD IL:0012 IDECC:0012	Knowledge of or Understanding that: The significance of brand names in that they are likely to create customer preference and establish a company or product in the public mind.	X	X			X			X	X										

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0013 IDECC:0013	Knowledge of or Understanding that: The types of information or events which might be of interest to the public from a public relations or publicity standpoint.	X																		
AD IL:0014 IDECC:0014	Knowledge of or Understanding that: The supply of merchandise available to back up an ad effectively.		X			X			X	X	X									
AD IL:0015 IDECC:0015	Knowledge of or Understanding that: The ways in which past advertisements can be helpful in planning future ads.																			
AD IL:0016 IDECC:0016	Knowledge of or Understanding that: How to select merchandise for advertising that is both seasonal and timely.											X								
AD IL:0017 IDECC:0017	Knowledge of or Understanding that: An appealing advertising headline gains the customer's attention.	X	X																	
AD IL:0018 IDECC:0018	Knowledge of or Understanding that: How to tie together advertising, sales promotion and public relations programs in an effort to bring the business to the attention and consideration of the largest possible number of prospective customers.	X				X			X											

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0019 IDECC:0019	Knowledge of or Understanding that: How to secure or prepare good illustrations that will maintain a customer's interest in an ad.																			
AD IL:0020 IDECC:0020	Knowledge of or Understanding that: How to evaluate the effectiveness of various advertising media for merchandise being advertised.		X																	
AD IL:0021 IDECC:0021	Knowledge of or Understanding that: How to adapt to one's own business merchandising aids and sales improvers such as money games and premiums sponsored by petroleum suppliers.																			
AD IL:0022 IDECC:0022	Knowledge of or Understanding that: The ways to make the best use of manufacturers' or suppliers' brochures and pamphlets to keep customers informed of new products, new product uses, manufacturers' games and contests.																			
AD IL:0023 IDECC:0023	Knowledge of or Understanding that: How to conduct effective neighborhood solicitation campaign.																			

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0024 IDECC:0024	Knowledge of or Understanding that: How to channel material with news interest to the press, taking advantage of publicity stories.	X																		
AD IL:0025 IDECC:0025	Knowledge of or Understanding that: How to make personal sales calls in an effort to increase business.																			
AD IL:0026 IDECC:0026	Knowledge of or Understanding that: How to use "piped-in" music for guest rooms, dining areas and public rooms to help create a desired image.																			
AD IL:0027 IDECC:0027	Knowledge of or Understanding that: How to attract customer interest by attractively displaying the restaurant menu outside for the customer to inspect before entering.																			
AD IL:0028 IDECC:0028	Knowledge of or Understanding that: How to design or select placemats that are serviceable, attractice and reflective of the restaurant's image.																			

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0029 IDECC:0029	Knowledge of or Understanding that: How to develop and promote a "speciality-of-the-house" that customers will associate with one particular restaurant, be willing to return for and spread the word to others.																			
AD IL:0030 IDECC:0030	Knowledge of or Understanding that: How to provide and promote dining facilities for children that will encourage more families to dine out.																			
AD IL:0031 IDECC:0031	Knowledge of or Understanding that: How to plan and promote banquet facilities and special group menu prices.																			
AD IL:0032 IDECC:0032	Knowledge of or Understanding that: How to make use of food items; such as cakes and pies, to recognize birthdays and anniversaries of guests in an effort to win loyalty to the restaurant.																			
AD IL:0033 IDECC:0033	Knowledge of or Understanding that: How to promote good public relations by offering hotel/motel facilities as the meeting place for community charity efforts; such as Scouts and YMCA/YWCA, etc.																			

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0034 IDECC:0034	Knowledge of or Understanding that: The uses of color in advertising.		X																	
AD IL:0035 IDECC:0035	Knowledge of or Understanding that: The methods of printing.																			
AD IL:0036 IDECC:0036	Knowledge of or Understanding that: State and federal laws regarding packaging.																			
AD IL:0037 IDECC:0037	Knowledge of or Understanding that: Causes of product shrinkage and legal provisions for packaging these products involved.																			
AD IL:0038 IDECC:0038	Skill: In keeping personnel informed of sales promotion activities within the store.	X	X			X			X	X										
AD IL:0039 IDECC:0039	Skill: In studying specific information in ads and using the advertised facts effectively in selling.		X						X	X	X	X								
AD IL:0040 IDECC:0040	Skill: In evaluating the effectiveness of advertising in terms of sales and costs.	X																		
AD IL:0041 IDECC:0041	Skill: In working effectively with advertising and display departments to plan and carry our special advertising or display within the department.		X			X			X											

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0042 IDECC:0042	Skill: In correctly informing customers of the location of advertised merchandise within the stores.		X		X	X			X	X	X									
AD IL:0043 IDECC:0043	Skill: In preparing information for advertising copy that will create customer desire.	X										X								
AD IL:0044 IDECC:0044	Skill: Ability to use promotional, institutional, or a combination of promotional and institutional advertising, to best promote merchandise, services and store image.	X	X			X			X											
AD IL:0045 IDECC:0045	Skill: Ability to select merchandise for advertising that is seasonal and timely.	X	X																	
AD IL:0046 IDECC:0046	Skill: In analysing past advertisements for their effectiveness and for guidance in planning future ads.		X																	
AD IL:0047 IDECC:0047	Skill: Ability to prepare an advertising budget and schedule for a department which apportion ad money for its most effective use.																			
AD IL:0048 IDECC:0048	Skill: Ability to inform customers of special events or promotions within the store.					X			X	X	X									

			Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD	IL:0049 IDECC:0049	Skill: In checking advertising proofs for corrections, omissions and additions.																			
AD	IL:0050 IDECC:0050	Skill: Ability to make comparison shoppings of a competitor's merchandise.								X	X										
AD	IL:0051 IDECC:0051	Skill: In selecting the best medium for the type advertising to be done.																X			
AD	IL:0052 IDECC:0052	Skill: In coordinating national or chain advertising with the on-floor selling activities.	X	X			X			X											
AD	IL:0053 IDECC:0053	Skill: In planning an advertising program that will best meet the needs of all the departments in the store.																			
AD	IL:0054 IDECC:0054	Skill: In selecting timely items and designing circulars for advertising in the local neighborhood or community.																			
AD	IL:0055 IDECC:0055	Skill: In developing ad layouts.																			
AD	IL:0056 IDECC:0056	Skill: In writing advertising copy.		X																	
AD	IL:0057 IDECC:0057	Skill: An ability to select advertising media best suited to the product, merchandise or service being advertised.	X	X																	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0058 IDECC:0058	Skill: Ability to develop or select ad illustrations which will best create interest and desire for the merchandising being advertised.	X																		
AD IL:0059 IDECC:0059	Skill: Ability to select type for an ad which compliments the merchandise being advertised.																			
AD IL:0060 IDECC:0060	Attitude: That although the ultimate goal of advertising is to sell goods and services, the salesperson usually completes the sale.	X		X																
AD IL:0061 IDECC:0061	Attitude: That good advertising will help increase sales for a department or store, creating interest and desire in customers.								X	X	X									
AD IL:0062 IDECC:0062	Attitude: That an awareness of competitors' advertised merchandise--its prices and competitive selling features--is beneficial in selling one's own merchandising.	X			X															
AD IL:0063 IDECC:0063	Attitude: That the available quantities of advertised merchandise should be checked before an ad breaks.					X			X	X	X									

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0064 IDECC:0064	Attitude: That advertising helps to build customer loyalty for the store and for individual departments.					X			X	X										
AD IL:0065 IDECC:0065	Attitude: That advertising presells goods and services to the customer making customers easier to sell once they are in the store.										X						X			
AD IL:0066 IDECC:0066	Attitude: That advertising helps stabilize volume by maintaining interest during a slow selling period (example - white sales in January).																			
AD IL:0067 IDECC:0067	Attitude: That effective advertising builds goodwill in customers.	X				X			X		X									
AD IL:0068 IDECC:0068	Attitude: That advertising can produce immediate sales or create a favorable attitude toward the store for future sales.	X															X			
AD IL:0069 IDECC:0069	Attitude: That advertising should be supplemented by attractive displays and an efficient sales force.	X				X			X	X	X									

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0070 IDECC:0070	Attitude: That it is necessary to know facts about merchandising being advertised; such as prices, brand names, available sizes, colors, styles and models in order to better promote or sell it.	X		X		X			X	X	X									
AD IL:0071 IDECC:0071	Attitude: That advertising's effectiveness is strengthened with skillfully coordinated displays of the merchandising being advertised.					X			X		X									
AD IL:0072 IDECC:0072	Attitude: That newspaper advertising must be read in order to keep informed of the advertising done by one's own store and its competitors.	X				X			X		X						X			
AD IL:0073 IDECC:0073	Attitude: An appreciation for advertising in its role as mass seller, bringing together buyer and seller and helping promote mass distribuition for an economy geared to mass production.	X																		
AD IL:0074 IDECC:0074	Attitude: That past advertisements should be analyzed for their effectiveness and as a guide in planning future ads.	X																		

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0075 IDECC:0075	Attitude: That advertising is a form of preselling--a tool which catches attention, arouses interest, creates desire and induces action.	X									X	X								
AD IL:0076 IDECC:0076	Attitude: That in redeeming manufacturers' coupons the store promotes customer loyalty.					X			X											
AD IL:0077 IDECC:0077	Attitude: That demonstrations of products or free samples given to customers within the store are a valuable form of promotion for both the manufacturer and the store involve.																			
AD IL:0078 IDECC:0078	Attitude: That shopping carts are not only a customer convenience but are locations where signs can be placed reminding customers of advertised or featured items.																			
AD IL:0079 IDECC:0079	Attitude: That some of the best promotion for a hotel or motel comes from publicity stories.																			
AD IL:0080 IDECC:0080	Attitude: That "guest-history" records are valuable not only in serving guests on return visits but also in direct-mail and other promotional efforts.																			

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0081 IDECC:0081	Attitude: That personal sales calls will help create an interest in the hotel or motel in the local community.																			
AD IL:0082 IDECC:0082	Attitude: That advertising plans and schedules should be based on factual information and sound judgement.	X																		
AD IL:0083 IDECC:0083	Attitude: That the creation of a desirable image can often be enhanced with a certain trademark or other easily identifiable symbol.	X																		
AD IL:0084 IDECC:0084	Attitude: That restaurant personnel supplement advertising with a neat appearance, kind actions, interest and enthusiasm.																			
AD IL:0085 IDECC:0085	Attitude: That a telephone call to an individual customer to inform them of a special dish or menu in which they might be interested is often a rewarding form of advertising or sales promotion.																			
AD IL:0086 IDECC:0086	Attitude: That offering customers recipes of special dishes or food items helps to promote the restaurant.																			

		Adv Svc	App Acc	Auto Pet	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:0087 IDECC:0087	Attitude: That one of the most effective kinds of restaurant advertising is the "word-of-mouth" advertising done by satisfied customers.																			
AD IL:0088 IDECC:0088	Attitude: A feeling that the store sponsorship of certain community events such as Scout Week and Easter egg hunts will stimulate customer loyalty.																			
AD IL:0089 IDECC:0089	Attitude: That restaurant advertising can provide information about the location and facilities of food service, kinds of food service provided, hours of service, food, menu and prices.																			
AD IL:0090 IDECC:0090	Attitude: That in addition to newspaper and radio advertising, billboards, entrance signs, theater programs, leaflets and table cards; novelties such as matchbooks, menus and favors are also most effective ways for a restaurant to advertise.																			
AD IL:0091 IDECC:0091	Attitude: That a pre-planned advertising program will best meet the needs of the entire store.																			

			Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD	IL:0092 IDECC:0092	Attitude: That advertising, to be successful, must be believed by the customer.	X		X																
CO	IL:0093 IDECC:0093	Knowledge of or Understanding that: How to suggest changes to management.			X	X					X									X	
CO	IL:0094 IDECC:0094	Knowledge of or Understanding that: How to use written communications in forms and reports.	X			X	X				X	X			X	X		X		X	
CO	IL:0095 IDECC:0095	Knowledge of or Understanding that: The correct forms used in business letter writing.	X									X			X	X					
CO	IL:0096 IDECC:0096	Knowledge of or Understanding that: How to address other people in a business-like manner whether they are customers, co-workers, supervisors or management.	X	X		X					X	X			X	X		X		X	
CO	IL:0097 IDECC:0097	Knowledge of or Understanding that: How to communicate with others in order to motivate them to work willingly.			X	X					X				X	X		X			
CO	IL:0098 IDECC:0098	Knowledge of or Understanding that: How to interview charge account applicants tactfully obtaining all necessary data.				X															

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CO IL:0099 IDECC:0099	Knowledge of or Understanding that: The differences that exist in communications used in selling over the telephone and over the counter.																			
CO IL:0100 IDECC:0100	Knowledge of or Understanding that: The approaches which can be used in assigning duties and delegating authority so that everything is completely clear.		X		X	X			X										X	X
CO IL:0101 IDECC:0101	Knowledge of or Understanding that: The situations in which to use a technical language or commonly understood language.	X	X		X	X			X					X	X		X			
CO IL:0102 IDECC:0102	Knowledge of or Understanding that: When to keep communications confidential.	X			X	X			X	X	X			X	X	X	X			
CO IL:0103 IDECC:0103	Knowledge of or Understanding that: How to quickly and effectively brief the staff before dining hours on menu terms, which items are ready to be served and which items require additional preparation time.																			

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CO IL:0104 IDECC:0104	Knowledge of or Understanding that: Adult training classes offered for store employees and distributive workers by the local public school system and other agencies in the community.																			
CO IL:0105 IDECC:0105	Knowledge of or Understanding that: The important benefits--both short- and long-range--derived from keeping the public as much aware of the store's image as possible.				X															
CO IL:0106 IDECC:0106	Knowledge of or Understanding that: To control grievances within the organization, employees should be given timely information concerning policies and procedures.				X	X			X	X									X	
CO IL:0107 IDECC:0107	Knowledge of or Understanding that: The hotels or motels, points of interest or entertainment in the vicinity that guests might enjoy.																			
CO IL:0108 IDECC:0108	Knowledge of or Understanding that: Supervisors in their contact with new customers, new employees, new vendors and new situations, must bring the organization's general policies down to specifics.					X			X											

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CO IL:0109 IDECC:0109	Knowledge of or Understanding that: Communications in assigning work means a constant striving for clarity.				X	X			X										X	
CO IL:0110 IDECC:0110	Knowledge of or Understanding that: Valuable information can be gained by reading manufacturer's handtags, labels, directions, etc.	X							X	X										
CO IL:0111 IDECC:0111	Knowledge of or Understanding that: Since interpretations placed on the spoken word vary with different people, one must be careful to speak so that correct interpretation can be made by individual listeners.	X			X				X		X								X	
CO IL:0112 IDECC:0112	Knowledge of or Understanding that: How to work compatibly with other hotels and motels so that overflow business can be referred from one to the other.																			
CO IL:0113 IDECC:0113	Knowledge of or Understanding that: How to tactfully inquire of a departing guest if any recent charges have been made that might not yet have reached their account.																			
CO IL:0114 IDECC:0114	Skill: In using the telephone correctly and most effectively.	X	X	X	X						X	X		X	X		X		X	

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CO IL:0115 IDECC:0115	Skill: In receiving or giving telephone orders, complaints and messages.	X	X	X	X	X			X		X	X		X					X	
CO IL:0116 IDECC:0116	Skill: In satisfactorily handling customer inquiries for general information.		X	X	X	X			X	X							X		X	
CO IL:0117 IDECC:0117	Skill: In interpreting store policies to customers.		X	X	X	X			X	X				X	X		X		X	
CO IL:0118 IDECC:0118	Skill: In interpreting monthly billing statements to customers.				X															
CO IL:0119 IDECC:0119	Skill: In listening to and following directions.	X	X	X	X				X		X	X		X	X		X		X	
CO IL:0120 IDECC:0120	Skill: In using the terminology of discribution and developing a vocabulary descriptive of the product or service being sold.	X	X	X	X									X	X		X		X	
CO IL:0121 IDECC:0121	Skill: In writing point-of-sale sign copy which is effective in conveying a sales message to the customer.					X			X											
CO IL:0122 IDECC:0122	Skill: In effective use of speech and vocabulary.			X	X				X		X	X		X					X	
CO IL:0123 IDECC:0123	Skill: In selecting and using words suitable to the nature of the articles of merchandising or service being sold.			X	X	X			X	X										

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CO IL:0124 IDECC:0124	Skill: In interpreting management's policies to employer and employee's problems to management.		X			X			X										X	X
CO IL:0125 IDECC:0125	Skill: In writing saleschecks legibly so that errors in quantities, shipping, pricing information, etc., can be eliminated.			X	X	X			X	X									X	
CO IL:0126 IDECC:0126	Skill: In writing purchase orders legibly so that errors in quantities, shipping, pricing information, etc., can be eliminated.			X	X				X											
CO IL:0127 IDECC:0127	Skill: In communicating effectively with customers, co-workers and supervisors.	X		X	X				X		X			X			X		X	
CO IL:0128 IDECC:0128	Skill: In interpreting and explaining time payment principles that apply to various credit arrangements.		X		X							X								
CO IL:0129 IDECC:0129	Skill: In compiling several reports into a composite report, statement or presentation for management.																			
CO IL:0130 IDECC:0130	Skill: In listening to customer's names and addresses and writing them correctly.			X	X				X		X			X	X		X		X	

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CO IL:0131 IDECC:0131	Skill: In writing grammatically correct, attention-getting advertising copy.	X																		
CO IL:0132 IDECC:0132	Skill: In developing descriptive phrases and sentences to be used in selling the merchandise in the department or store.																			
CO IL:0133 IDECC:0133	Skill: In writing informative and effective business letters.	X												X	X		X			
CO IL:0134 IDECC:0134	Skill: In helping customers to fill out credit application forms.		X																	
CO IL:0135 IDECC:0135	Skill: In communicating a sufficient understanding of the terms and limits of different type accounts to credit applicants.		X		X															
CO IL:0136 IDECC:0136	Skill: In determining the reason for a customer's complaint on billing, adjusting the complaint and tactfully informing the customer of the adjustment.				X	X			X										X	
CO IL:0137 IDECC:0137	Skill: Ability to talk clearly and pleasantly, conveying spirit and enthusiasm in one's speech.	X	X	X	X	X			X	X	X			X	X		X		X	

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CO IL:0138 IDECC:0138	Skill: Ability to assist with training or teaching others.				X				X	X										
CO IL:0139 IDECC:0139	Skill: Ability to convey directions and instructions clearly to employees.				X				X	X					X				X	
CO IL:0140 IDECC:0140	Skill: Ability to conduct effective department employee meetings.																			
CO IL:0141 IDECC:0141	Skill: Ability to interpret to management the progress of a certain department, system or function within the store.																			
CO IL:0142 IDECC:0142	Skill: Ability to stimulate customer interest with trademark slogans, similes, etc.																			
CO IL:0143 IDECC:0143	Skill: In translating technical words concerning an item of merchandising into the customer's language.	X		X	X				X	X						X	X			
CO IL:0144 IDECC:0144	Attitude: That the ability to communicate skillfully in good English is essential to a person's business advancement.			X	X	X			X	X									X	
CO IL:0145 IDECC:0145	Attitude: That poor or awkward grammar lowers store personnel, store image and merchandise value in the estimation of the customer.				X	X			X	X	X			X	X				X	

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CO IL:0146 IDECC:0146	Attitude: That an intra-store news medium is an excellent way to keep employees informed of changing policies, individual and employee activities and coming events.					X			X											
CO IL:0147 IDECC:0147	Attitude: That in distributive occupations the "spoken word" is an important tool of the trade.	X		X	X				X		X									
CO IL:0148 IDECC:0148	Attitude: That active membership in trade associations provides excellent opportunities for learning of trends and advanced methods in department store operations.																			
CO IL:0149 IDECC:0149	Attitude: An awareness that fashion and style information, product knowledge and business trends can be obtained by reading trade and business journals and publications.		X																	
CO IL:0150 IDECC:0150	Attitude: An awareness that the voice can be used to express conviction and convey confidence.	X		X	X	X			X	X	X			X	X		X		X	
CO IL:0151 IDECC:0151	Attitude: That the tone of voice can express sincere welcome and eagerness to be of service.	X		X	X				X		X			X					X	

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CO IL:0152 IDECC:0152	Attitude: An appreciation of the value of correct enunciation and pronunciation in speaking.	X		X	X	X			X	X	X			X					X	
CO IL:0153 IDECC:0153	Attitude: An awareness that the use of terms of "endearment" lowers the merchandise, the salesperson and the store's image in the estimation of the customer.				X				X	X										
CO IL:0154 IDECC:0154	Attitude: A belief that the voice is an important medium through which selling is accomplished.			X	X	X			X	X	X									
CO IL:0155 IDECC:0155	Attitude: A feeling that voice tone quality enhances the value of the merchandise described.				X				X	X	X									
CO IL:0156 IDECC:0156	Attitude: An awareness of the importance of adequate merchandise knowledge in telephone selling.				X															
CO IL:0157 IDECC:0157	Attitude: That by listening "with a sensitive ear" one can often detect true sources of complaints or grievances among store personnel.			X	X	X			X	X									X	

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CO IL:0158 IDECC:0158	Attitude: An awareness that nothing is quite so important or contagious as enthusiasm--for the store, for the merchandise and for customers.			X	X	X			X	X									X	
CO IL:0159 IDECC:0159	Attitude: A belief that an important phase of management's responsibility in any organization is communication.	X			X				X					X					X	
CO IL:0160 IDECC:0160	Attitude: Belief that communication must be a two-way process between management and employees.			X	X				X										X	
CO IL:0161 IDECC:0161	Attitude: A realization that even in the most skillfully constructed communications misinterpretations will develop.				X				X					X	X				X	
CO IL:0162 IDECC:0162	Attitude: Belief that management has a responsibility to keep informed of technical advances and new methods in marketing and distribution by reading trade journals and publications.																			
CO IL:0163 IDECC:0163	Attitude: A realization that first impressions are important to the business and last impressions are longest remembered.			X	X	X			X						X		X		X	

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CO IL:0164 IDECC:0164	Attitude: Awareness that certain thoughtlessly used terms or words can be misinterpreted by the listener.			X	X	X			X	X	X								X	
CO IL:0165 IDECC:0165	Attitude: Recognizes authorities in the field when assembling data on a particular retailing or distributive topic.																			
CO IL:0166 IDECC:0166	Attitude: A realization that gestures help convey feelings in spoken communications.	X									X			X						
CO IL:0167 IDECC:0167	Attitude: That attending departmental or store-wide meetings is a good way to keep informed of promotions, changing methods and operating picture.				X	X			X											
CO IL:0168 IDECC:0168	Attitude: A belief that communications between the various departments and divisions within a store will result in a more efficient operation with mutual benefits to all.	X			X				X		X			X	X				X	

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CO	IL:0169 IDECC:0169	Attitude: Belief that since retail business organizations have many common goals and problems, they should maintain cordial working relationships which will permit a flow of ideas among them.																			
CO	IL:0170 IDECC:0170	Attitude: That periodic dealer meetings offer an excellent opportunity to exchange business operations and promotion ideas with other service station management.																			
CO	IL:0171 IDECC:0171	Attitude: That the "front operation" must be supplied with price lists (and price changes) on produce items not pre-priced or pre-weighed from the produce department.					X			X											
DI	IL:0172 IDECC:0172	Knowledge of or Understanding that: How to develop copy for point-of-sale signs.																			
DI	IL:0173 IDECC:0173	Knowledge of or Understanding that: The procedures for having point-of-sale signs printed.																			
DI	IL:0174 IDECC:0174	Knowledge of or Understanding that: The use of various types of display fixtures for the most advantageous display of merchandise.		X			X			X											

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DI IL:0175 IDECC:0175	Knowledge of or Understanding that: How to employ seasonal or storewide themes in department displays.		X			X			X											
DI IL:0176 IDECC:0176	Knowledge of or Understanding that: How to prepare merchandise for display by pressing garments, accessorising outfits, etc.		X																	
DI IL:0177 IDECC:0177	Knowledge of or Understanding that: The housekeeping procedures necessary for the proper upkeep of department displays of merchandise.		X			X			X	X	X	X								
DI IL:0178 IDECC:0178	Knowledge of or Understanding that: The various types or arrangements of displays (pyramid, stairstep, etc.) which can be used in window or interior displays of merchandise.					X			X											
DI IL:0179 IDECC:0179	Knowledge of or Understanding that: The principles of color, harmony, balance and proportion in display construction.		X			X			X		X	X								
DI IL:0180 IDECC:0180	Knowledge of or Understanding that: The uses of price cards as "silent salespersons."					X			X		X									

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DI IL:0181 IDECC:0181	Knowledge of or Understanding that: The ways to letter and design a simple sign.					X			X			X								
DI IL:0182 IDECC:0182	Knowledge of or Understanding that: How to use backgrounds in display construction that enhance, not detract, from the merchandise.		X			X			X											
DI IL:0183 IDECC:0183	Knowledge of or Understanding that: How to design and construct display fixtures.																			
DI IL:0184 IDECC:0184	Knowledge of or Understanding that: How to plan and schedule displays and display themes in advance.		X			X			X											
DI IL:0185 IDECC:0185	Knowledge of or Understanding that: The ways to use display-lighting techniques most effectively.		X									X								
DI IL:0186 IDECC:0186	Knowledge of or Understanding that: Current fashion and merchandise information necessary for effective and timely displays.		X																	
DI IL:0187 IDECC:0187	Knowledge of or Understanding that: The best locations within the store or department to place displays.					X			X											

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DI IL:0188 IDECC:0188	Knowledge of or Understanding that: The uses which can be made of manufacturers' display aids.																			
DI IL:0189 IDECC:0189	Knowledge of or Understanding that: The principles of mass display.					X			X		X									
DI IL:0190 IDECC:0190	Knowledge of or Understanding that: The best arrangements for advertised merchandise on counters, tables or shelves.	X				X			X		X									
DI IL:0191 IDECC:0191	Knowledge of or Understanding that: The ways to develop displays that feature merchandise as closely as possible to the way it will be used.					X			X		X									
DI IL:0192 IDECC:0192	Knowledge of or Understanding that: How to store and record the location of display fixtures or supplies so they are accessible for future use.		X									X								
DI IL:0193 IDECC:0193	Knowledge of or Understanding that: How to dress mannequins for displays.																			
DI IL:0194 IDECC:0194	Knowledge of or Understanding that: How to handle customer requests for clothes on mannequins or other merchandise on display.																			

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DI IL:0195 IDECC:0195	Knowledge of or Understanding that: How to develop display signs for self-service or self-selection fixtures that provide the customer with the key features and selling price of the merchandise.					X			X		X									
DI IL:0196 IDECC:0196	Knowledge of or Understanding that: How to use display space to the best advantage.		X			X			X		X									
DI IL:0197 IDECC:0197	Knowledge of or Understanding that: How to use pre-packaging of produce, fruits and meats to insure peak freshness and protect items from excessive damage and spoilage.					X			X											
DI IL:0198 IDECC:0198	Knowledge of or Understanding that: How to obtain maximum customer exposure to merchandise by arranging temporary displays of featured or sale items in other than normal department locations.		X			X			X											
DI IL:0199 IDECC:0199	Knowledge of or Understanding that: How to use departmental signs as sales stimulators, presenting customers with product information and recipe suggestions.					X			X											

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DI IL:0200 IDECC:0200	Knowledge of or Understanding that: How to use special displays to help balance over-stocked conditions without necessarily marking down products.					X			X											
DI IL:0201 IDECC:0201	Knowledge of or Understanding that: How to use cartons, cases and boxes effectively in building special displays.					X			X		X									
DI IL:0202 IDECC:0202	Knowledge of or Understanding that: How to create and construct special displays that will highlight merchandise effectively and encourage customers to select from them.					X			X		X									
DI IL:0203 IDECC:0203	Knowledge of or Understanding that: How to use the stacking technique, dumping technique or cutcase technique to build displays.					X			X											
DI IL:0204 IDECC:0204	Knowledge of or Understanding that: How to place food on the table in an appetizing arrangement.																			
DI IL:0205 IDECC:0205	Skill: In arranging counter displays of merchandise.					X			X		X	X								
DI IL:0206 IDECC:0206	Skill: In arranging attractive window displays.											X								

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DI IL:0207 IDECC:0207	Skill: In rearranging or replacing merchandise sold from interior displays.					X			X		X	X								
DI IL:0208 IDECC:0208	Skill: In selecting merchandise for display that is seasonal and timely.								X			X								
DI IL:0209 IDECC:0209	Skill: In displaying merchandise as it can be used.		X			X			X		X									
DI IL:0210 IDECC:0210	Skill: In scheduling and featuring merchandise in displays at the same time it is being advertised.	X				X			X		X									
DI IL:0211 IDECC:0211	Skill: In dismantling displays so that neither the merchandise not the fixtures will be damaged.		X			X			X		X									
DI IL:0212 IDECC:0212	Skill: In developing the display arrangements for special events such as fashion shows, store-sponsored Christmas parades, etc.																			
DI IL:0213 IDECC:0213	Skill: In planning and developing major or seasonal storewide display themes.																			
DI IL:0214 IDECC:0214	Skill: In sketching and designing preliminary display sets.																			

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DI IL:0215 IDECC:0215	Skill: In constructing difficult display fixtures or backgrounds.																			
DI IL:0216 IDECC:0216	Skill: In using mass display in setting up displays of large quantities of merchandise.					X			X		X									
DI IL:0217 IDECC:0217	Skill: In dressing mannequins for displays.		X																	
DI IL:0218 IDECC:0218	Skill: In using display-lighting techniques most effectively.																			
DI IL:0219 IDECC:0219	Skill: In developing display signs for self-service or self-selection fixtures that provide the customer with the key features and selling price of the merchandise.					X			X		X									
DI IL:0220 IDECC:0220	Skill: In maintaining records of displays that can be used later as idea stimulators when similar merchandise is being displayed again.																			
DI IL:0221 IDECC:0221	Skill: In using manufacturers' aids with discretion.					X			X								X			
DI IL:0222 IDECC:0222	Skill: In using the best selling locations within the store or department to place effective displays.		X			X			X											

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DI IL:0223 IDECC:0223	Skill: In using related item or logical grouping display to make it easier for the customer to shop.					X														
DI IL:0224 IDECC:0224	Skill: In designing and constructing display fixtures.																			
DI IL:0225 IDECC:0225	Skill: In using price cards to emphasize the price of merchandise being shown.					X					X									
DI IL:0226 IDECC:0226	Skill: Ability to construct background displays that will enhance, not detract from, the merchandise.					X														
DI IL:0227 IDECC:0227	Skill: Ability to letter and design a simple sign.					X					X			X						
DI IL:0228 IDECC:0228	Skill: In using color, harmony, balance and proportion in display construction.																			
DI IL:0229 IDECC:0229	Skill: In obtaining and using current fashion and merchandising information necessary for effective and timely display.																			
DI IL:0230 IDECC:0230	Skill: In using various arrangements of merchandise in window or interior displays.																			

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DI IL:0231 IDECC:0231	Skill: In using various types of display fixtures for the most effective display of merchandise.																			
DI IL:0232 IDECC:0232	Skill: In developing copy for point-of-sale signs.		X																	
DI IL:0233 IDECC:0233	Skill: Ability to determine when to dismantle and replace major displays when the "cleaning-up" of the remaining items can best be done in a side display.					X			X											
DI IL:0234 IDECC:0234	Skill: Ability to arrange a plate of food in an appealing way.																			
DI IL:0235 IDECC:0235	Skill: In developing dining room lighting arrangements that will create a certain "atmosphere" or dining mood.																			
DI IL:0236 IDECC:0236	Skill: In preparing a typical dish for display as it has been advertised.																			
DI IL:0237 IDECC:0237	Attitude: That good display of merchandise is a prime sponsor in developing a customer's interest.			X		X			X	X	X						X			
DI IL:0238 IDECC:0238	Attitude: That the more customer exposure merchandise has the more sales it should produce.					X			X		X									

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DI IL:0239 IDECC:0239	Attitude: That self-selection merchandising must be properly signed or identified for greatest ease in customer selection.		X			X			X	X	X									
DI IL:0240 IDECC:0240	Attitude: The good display can be used to create prestige, obtain publicity, educate the public, introduce new styles, show new uses of goods and build good will.					X			X	X	X									
DI IL:0241 IDECC:0241	Attitude: That displays tied in with local activities or seasonal events will create a favorable impression in the community.					X			X		X									
DI IL:0242 IDECC:0242	Attitude: That displays should reflect the character of the store in both quantity and quality.					X			X	X	X									
DI IL:0243 IDECC:0243	Attitude: That displays should be changed often to maintain interest from customers.		X			X			X	X	X			X						
DI IL:0244 IDECC:0244	Attitude: That open-back windows exposing an attractively displayed interior have a strong attracting power over passing customers.																			

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DI IL:0245 IDECC:0245	Attitude: That customers through their past selections actually determine where merchandise should be located in open displays.																			
DI IL:0246 IDECC:0246	Attitude: That color plays an important part in the customer's acceptance of merchandise.								X	X										
DI IL:0247 IDECC:0247	Attitude: That window or prime interior display space should not be used to dispose of slow-selling merchandise.											X								
DI IL:0248 IDECC:0248	Attitude: That effective display of self-selection merchandise can reserve the salesperson's time for merchandise which requires selling aid.					X			X											
DI IL:0249 IDECC:0249	Attitude: That window display of merchandise should feature merchandise in which the public has demonstrated an interest.																			
DI IL:0250 IDECC:0250	Attitude: That an item of merchandise should be alloted display space based on its sales volume.		X			X			X		X	X								
DI IL:0251 IDECC:0251	Attitude: That special displays can create a favorable price-image in the minds of customers.		X			X			X		X									

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DI IL:0252 IDECC:0252	Attitude: That clean store display windows enhance the merchandising being shown.					X			X	X	X	X								
DI IL:0253 IDECC:0253	Attitude: That display merchandise not quickly returned to selling departments usually increases inventory shortages.					X			X											
DI IL:0254 IDECC:0254	Attitude: That attending display trade shows helps the manager purchase needed and desirable display fixtures, supplies and equipment.																			
DI IL:0255 IDECC:0255	Attitude: That the preparation for and setting up of displays must be supervised and approved for adherance to store promotional policies.					X			X											
DI IL:0256 IDECC:0256	Attitude: That display requests from individual departments must be analyzed and correlated with the program of the advertising department.																			
DI IL:0257 IDECC:0257	Attitude: That supplier representatives can often be hopeful in suggesting or designing new display arrangements for products.																			

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DI	IL:0258 IDECC:0258	Attitude: That when purchasing display supplies or fixtures the store's image must be considered.		X																	
DI	IL:0259 IDECC:0259	Attitude: That good display (or visual merchandising) plays a major role in the volume movement of goods.	X	X			X			X	X	X									
DI	IL:0260 IDECC:0260	Attitude: That increased traffic from advertising, special promotions and sales can only be retained by the store presenting and displaying its products in a manner both pleasing and easy for the customer to shop.	X				X			X	X	X									
HR	IL:0261 IDECC:0261	Knowledge of or Understanding that: How to get results through people by practicing effective human relations.	X			X	X			X		X									
HR	IL:0262 IDECC:0262	Knowledge of or Understanding that: The factors which appear to affect employee morale.				X	X			X										X	
HR	IL:0263 IDECC:0263	Knowledge of or Understanding that: How to dress appropriately for the job and maintain a well-groomed appearance.			X	X	X			X	X	X			X	X		X		X	
HR	IL:0264 IDECC:0264	Knowledge of or Understanding that: How to build morale in employees.																		X	

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HR IL:0265 IDECC:0265	Knowledge of or Understanding that: How to recognize the accomplishments of others.		X			X			X		X				X	X	X		X	
HR IL:0266 IDECC:0266	Knowledge of or Understanding that: How to develop and maintain a pleasant working environment.		X		X				X		X			X					X	
HR IL:0267 IDECC:0267	Knowledge of or Understanding that: How to be orderly and systematic.			X	X				X		X								X	
HR IL:0268 IDECC:0268	Knowledge of or Understanding that: How to show an interest in others.		X	X	X				X	X	X			X	X		X		X	
HR IL:0269 IDECC:0269	Knowledge of or Understanding that: How to build sound working relationships in "forced" associations.	X			X	X			X		X		X	X	X	X	X		X	
HR IL:0270 IDECC:0270	Knowledge of or Understanding that: How to motivate others for best performance.					X			X										X	
HR IL:0271 IDECC:0271	Knowledge of or Understanding that: The evidences of poor morale--high personnel turnover, numerous grievances, increased absenteeism and tardiness, restriction of output and tardiness.					X			X										X	

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HR IL:0272 IDECC:0272	Knowledge of or Understanding that: Morale as being the term frequently used to describe employee attitudes toward their jobs, employer and fellow employees.			X		X			X										X	X
HR IL:0273 IDECC:0273	Knowledge of or Understanding that: Supervisors or managers accomplish results by encouraging employees to work toward mutually beneficial objectives.	X			X	X			X										X	
HR IL:0274 IDECC:0274	Knowledge of or Understanding that: A positive attitude is usually reflected in one's work.	X	X	X	X				X		X				X		X		X	
HR IL:0275 IDECC:0275	Knowledge of or Understanding that: The supervisor must help new employees adjust to their jobs, seeing that they are trained for the job and that they become acquainted with fellow employees.			X	X	X			X	X									X	
HR IL:0276 IDECC:0276	Knowledge of or Understanding that: Human relations in the retail organization consists of an interdependence with fellow employees, supervisors and customers.				X						X	X			X		X		X	

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HR IL:0277 IDECC:0277	Knowledge of or Understanding that: Personnel usually understand and comply more readily with policies and procedures which they have helped develop.	X							X	X									X	
HR IL:0278 IDECC:0278	Knowledge of or Understanding that: Employees will comply more readily with policies they understand.	X			X				X											
HR IL:0279 IDECC:0279	Knowledge of or Understanding that: How to tactfully explain to guests the approximate waiting time for table arrangements and make the wait as pleasant as possible.																			
HR IL:0280 IDECC:0280	Knowledge of or Understanding that: The ways to effectively handle difficult customers.		X		X	X			X		X			X					X	
HR IL:0281 IDECC:0281	Skill: In developing and maintaining harmonious relationships with other employees.		X	X	X				X		X	X		X	X	X	X		X	
HR IL:0282 IDECC:0282	Skill: In sponsoring new employees in the department or store.								X	X										

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HR IL:0283 IDECC:0283	Skill: In working cooperatively with co-workers, supervisors and management and being aware of their needs and motivations.	X	X	X	X				X		X	X					X			
HR IL:0284 IDECC:0284	Skill: In maintaining an objective point of view in problem situations.	X	X	X	X	X			X	X	X		X	X	X		X		X	
HR IL:0285 IDECC:0285	Skill: In maintaining good health for effective job performance.				X				X		X			X	X		X		X	
HR IL:0286 IDECC:0286	Skill: In developing personality traits necessary for successful job performance.		X	X	X				X		X			X	X		X		X	
HR IL:0287 IDECC:0287	Skill: In representing the business favorably to customers and outside business associates.	X	X		X	X			X	X	X	X		X	X		X		X	
HR IL:0288 IDECC:0288	Skill: In adapting to the personality and needs of customers.	X	X	X	X	X			X		X	X		X	X		X		X	
HR IL:0289 IDECC:0289	Skill: In avoiding misrepresentations of people, products and policies.	X	X	X	X				X		X				X	X	X		X	
HR IL:0290 IDECC:0290	Skill: In selecting the right person to do a job, giving clear instructions and seeing that instructions are properly carried out.	X				X			X	X									X	

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HR IL:0291 IDECC:0291	Skill: In interviewing employees regarding corrections and grievances.																			
HR IL:0292 IDECC:0292	Skill: Ability to determine tactfully the number of people in the party when considering seating arrangements.																			
HR IL:0293 IDECC:0293	Skill: In training employees and following-up on the effectiveness of training.					X			X											
HR IL:0294 IDECC:0294	Skill: In exercising self-control during trying situations.	X	X	X	X				X		X	X		X	X	X	X		X	
HR IL:0295 IDECC:0295	Skill: In accepting criticism and turning it into a character-building element.	X	X	X	X				X		X	X	X	X	X	X	X		X	
HR IL:0296 IDECC:0296	Skill: In demonstrating initiative and creativity.	X		X	X	X			X	X	X	X	X	X	X		X		X	
HR IL:0297 IDECC:0297	Skill: Ability to determine which applicants shall be employed in order to best carry out business objectives.					X			X											
HR IL:0298 IDECC:0298	Skill: Ability to follow through on the initial experiences of new employees, determining whether they are to be retrained, transferred or released.																			

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HR IL:0299 IDECC:0299	Skill: Ability to evaluate the abilities, interests and performances of employees in relation to possible advancement.																			
HR IL:0300 IDECC:0300	Skill: Ability to capitalize on the talents and attributes of employees both to their benefit and that of the business's.					X			X											
HR IL:0301 IDECC:0301	Skill: In adjusting to change.			X	X				X		X								X	
HR IL:0302 IDECC:0302	Skill: Ability to understand one's self.				X				X										X	
HR IL:0303 IDECC:0303	Skill: In generating enthusiasm toward people.			X	X	X			X	X	X								X	
HR IL:0304 . IDECC:0304	Skill: Ability to seat guests according to procedures established by restaurant management.																			
HR IL:0305 IDECC:0305	Skill: Ability to serve restaurant guests being careful not to overstep the thin line between "friendliness" and "familiarity".																			

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HR IL:0306 IDECC:0306	Skill: Ability to intercede between guests and waiters/waitresses when difficulties develop, smoothing out any problem situations concerning food preparation or service.																			
HR IL:0307 IDECC:0307	Skill: In apportioning the seating of customers to several serving stations in order that not one section of the dining room will be overcrowded.																			
HR IL:0308 IDECC:0308	Attitude: That the store's personnel policies are established for the benefit of the store and the employee.	X	X	X	X				X		X								X	
HR IL:0309 IDECC:0309	Attitude: That next to job performance, human relations is an employee's greatest responsibility.	X			X				X		X			X	X		X		X	
HR IL:0310 IDECC:0310	Attitude: That workers' satisfactory job performance includes not only what they do, but also how they influence other people, whether good or bad.	X			X				X		X								X	
HR IL:0311 IDECC:0311	Attitude: That employee morale is a primary responsibility of management.					X			X											

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HR IL:0312 IDECC:0312	Attitude: That honesty and integrity are personality traits necessary in job situations such as recordkeeping, timekeeping and stockkeeping in addition to jobs that require working with money.		X	X	X				X		X								X	
HR IL:0313 IDECC:0313	Attitude: An awareness that understanding others and one's self is basic to working harmoniously together.	X			X				X		X			X	X		X		X	
HR IL:0314 IDECC:0314	Attitude: That leadership concentrates on effective relationships with others, but is oriented toward making progress and achieving results.				X	X			X	X										
HR IL:0315 IDECC:0315	Attitude: A feeling that the effective supervisor must be a leader whose job is to achieve results through other people.				X	X			X										X	
HR IL:0316 IDECC:0316	Attitude: An awareness that an employee must be willing to accept and adjust to change.		X	X	X				X		X	X	X	X	X	X	X		X	
HR IL:0317 IDECC:0317	Attitude: An awareness of the necessity to perform tasks in addition to one's job responsibilities when situations necessitate.		X	X	X				X		X	X		X	X		X		X	

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HR IL:0318 IDECC:0318	Attitude: A belief that a supervisor should set an example of personal work habits and character which employees can emulate.			X	X				X					X	X				X	
HR IL:0319 IDECC:0319	Attitude: An awareness that good personal appearance helps create effective customer impressions.	X		X	X				X		X								X	
HR IL:0320 IDECC:0320	Attitude: A feeling that good human relations within a company build good public relations.			X	X				X	X	X				X	X	X		X	
HR IL:0321 IDECC:0321	Attitude: An awareness that good human relations improve employee morale by encouraging cooperation, generating happiness and creating harmony.				X				X										X	
HR IL:0322 IDECC:0322	Attitude: An awareness that good human relations help increase production by stimulating interest and creativeness in employees.				X	X			X					X	X				X	X
HR IL:0323 IDECC:0323	Attitude: An awareness that properly kept personnel records can create good employee relations and increase morale.																			
HR IL:0324 IDECC:0324	Attitude: An awareness that creativity among store personnel should be rewarded.			X	X	X			X											

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HR IL:0325 IDECC:0325	Attitude: A willingness to accept and put into practice the planned policies and procedures of management.	X		X	X	X			X		X	X		X	X	X	X		X	X
HR IL:0326 IDECC:0326	Attitude: An awareness that good human relations depend on the personality factor and the adjustment of personalities.				X														X	
HR IL:0327 IDECC:0327	Attitude: A realization tbat employee's ideas often prove beneficial when incorporated into business operations.					X			X										X	
HR IL:0328 IDECC:0328	Attitude: A realization that employee morale is influenced by the supervisor's attitude.				X	X			X										X	
HR IL:0329 IDECC:0329	Attitude: That the store's participation in local community fund-raising events usually creates goodwill toward the store from the public.																			
HR IL:0330 IDECC:0330	Attitude: A recognition that training contributes to the understanding by supervisors of personnel management and other managerial functions which they must perform.					X			X										X	X
HR IL:0331 IDECC:0331	Attitude: An awareness that motivation is closely connected with communication.				X	X			X										X	X

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HR IL:0332 IDECC:0332	Attitude: That time spent training assistant managers (potential store managers) is worthwhile to the future of the business.					X			X										X	
HR IL:0333 IDECC:0333	Attitude: That the hotel and its staff are most often appraised by the guest in terms of courtesy, comfort, and cleanliness.																			
HR IL:0334 IDECC:0334	Attitude: A recognition of the need for joining and participating in meetings and activities which will improve personal and professional development.					X			X											
HR IL:0335 IDECC:0335	Attitude: That it is the feeling of being a valued patron that converts occasional customers into regular guests.																			
HR IL:0336 IDECC:0336	Attitude: That staff poise, courtesy, attractiveness and competence give the guest a feeling of security.																			
HR IL:0337 IDECC:0337	Attitude: That restaurant employee who gives a cheerful greeting, recognizes patrons by name and replies pleasantly to questions can go a long way in developing pleasant relations for the business.																			

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HR IL:0338 IDECC:0338	Attitude: That courtesy can be shown to fellow employees by giving and receiving menu orders in turn, not pushing ahead of someone else and not taking orders set up for someone else.																			
HR IL:0339 IDECC:0339	Attitude: That when customers must wait for tables, they should be seated where they are available or asked to stand in a place that is out of the way of traffic.																			
HR IL:0340 IDECC:0340	Attitude: That the primary function of the dining room host, hostess or head waiter/waitress is to dispense hospitality as a representative of the management.																			
HR IL:0341 IDECC:0341	Attitude: That by authorizing special preparation of foods when an occasional request is made, customer loyalty can often be strengthened.																			
HR IL:0342 IDECC:0342	Attitude: That customer loyalty and confidence can be strengthened by offering to allow guests to inspect the kitchen facilities.																			

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HR IL:0343 IDECC:0343	Attitude: That when a guest leaves a gratuity, they are indicating their desire to reward the waiter/waitress for service rendered.																			
HR IL:0344 IDECC:0344	Attitude: That it is inappropriate to indicate in any way that a tip is expected or that any certain amount is anticipated.																			
HR IL:0345 IDECC:0345	Attitude: That taking an order for another waiter/waitress who may be delayed and then turning it over to them to serve will help maintain high standards of service.																			
HR IL:0346 IDECC:0346	Attitude: That food service requires teamwork - a waitress or waiter cannot work as an individual but must be backed by the cooperative effort of the kitchen staff and dining room staff.																			
MA IL:0347 IDECC:0347	Knowledge of or Understanding that: How to adjust pricing errors on merchandise price tickets and to record such errors in markdown or markup records.		X			X			X											

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MA IL:0348 IDECC:0348	Knowledge of or Understanding that: A retail business firm's operating expenses include such expenses as payroll, buying expenses, promotional expenses, utilities, transportation, supplies and delivery.					X			X		X			X						
MA IL:0349 IDECC:0349	Knowledge of or Understanding that: A department's net sales are derived by subtracting customer returns and authorized price reductions from gross sales.					X			X											
MA IL:0350 IDECC:0350	Knowledge of or Understanding that: A department's gross margin should cover operating expenses and provide a percentage of profit.					X			X		X								X	
MA IL:0351 IDECC:0351	Knowledge of or Understanding that: The procedures and factors involved in the retail and/or cost method of inventory.																			
MA IL:0352 IDECC:0352	Knowledge of or Understanding that: How to read and interpret a profit and loss statement.		X																	
MA IL:0353 IDECC:0353	Knowledge of or Understanding that: Mathematical manipulations up to and including first degree algebraic expressions.																			

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MA IL:0354 IDECC:0354	Knowledge of or Understanding that: How to determine a cash register error, the amount and how to correct it on the proper form.		X		X	X			X	X		X								
MA IL:0355 IDECC:0355	Knowledge of or Understanding that: How to maintain proper records of cash received and bank deposits to prevent losses.				X									X			X			
MA IL:0356 IDECC:0356	Knowledge of or Understanding that: Break-even points by departments.																			
MA IL:0357 IDECC:0357	Skill: In multiplying and extending figures with facility.		X	X	X				X		X	X		X					X	
MA IL:0358 IDECC:0358	Skill: In adding columns of figures with facility.		X	X	X				X		X	X		X					X	
MA IL:0359 IDECC:0359	Skill: In computing postal and mail charges for delivery of merchandise to customers.		X																	
MA IL:0360 IDECC:0360	Skill: In reading and interpreting self computing scales that speed up mathematical procedures such as tax computation charts.		X								X	X		X						
MA IL:0361 IDECC:0361	Skill: In balancing cash and totaling sales for the department and/or cash register at the end of the day.				X	X			X	X										

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MA IL:0362 IDECC:0362	Skill: In computing local, state and federal taxes which must be applied in the sale of goods.			X					X	X	X	X		X			X			
MA IL:0363 IDECC:0363	Skill: In accurately computing employee discounts, delivery charges, alteration charges, lay-away charges, etc. when writing out and computing saleschecks.		X						X	X	X	X					X			
MA IL:0364 IDECC:0364	Skill: In figuring markup percent on individual items, on merchandise orders and merchandise carried in stock throughout a designated period.																			
MA IL:0365 IDECC:0365	Skill: In determining billed costs of merchandise after figuring quantity and trade discounts which the manufacturer offers.																			
MA IL:0366 IDECC:0366	Skill: In using and interpreting transportation rate schedules in determining transportation charges.																			X	
MA IL:0367 IDECC:0367	Skill: In analyzing charts and graphs and interpreting the data.		X																	

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MA IL:0368 IDECC:0368	Skill: In keeping stock control books - posting prices, styles, codes, sales, markdowns, merchandise returns, etc.								X	X										
MA IL:0369 IDECC:0369	Skill: In figuring "open-to-buy" in an effort to determine a department or store's overbought condition or money available for additional merchandise purchases within a planned period.																			
MA IL:0370 IDECC:0370	Skill: In quickly figuring into which retail price line an item of merchandise will fall when quoted its cost price.																			
MA IL:0371 IDECC:0371	Skill: In making change and using the cash register.			X		X			X	X	X									
MA IL:0372 IDECC:0372	Skill: In selecting and analyzing pertinent factors from a statistical or written report.																			
MA IL:0373 IDECC:0373	Skill: In figuring stock-to-sales ratios in an effort to maintain a department's or store's stocks in close relationship to its sales.																			
MA IL:0374 IDECC:0374	Skill: In accurately calculating the exact amount of a customer's purchase.			X	X	X			X	X	X			X			X		X	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Wh
MA IL:0375 IDECC:0375	Skill: In setting prices on goods and services that will cover the cost of operation and yield a profit.																			
MA IL:0376 IDECC:0376	Skill: In using the mathematical factors necessary in setting up merchandise buying plans for a specified time.																			
MA IL:0377 IDECC:0377	Skill: In using and translating percentages with facility.			X		X			X		X			X	X		X			
MA IL:0378 IDECC:0378	Skill: In using such shipping terms as F.O.B. and C.O.D.																		X	
MA IL:0379 IDECC:0379	Skill: Ability to maintain mathematically correct stock control records.					X			X		X									X
MA IL:0380 IDECC:0380	Skill: In figuring turnover and interpreting its relationship to department or store operating profits.																			
MA IL:0381 IDECC:0381	Skill: In deriving the dollar figures for various factors in the retail and/or cost method of inventory.																			
MA IL:0382 IDECC:0382	Skill: In quickly determining the correct amount of trading stamps to issue with a customer's purchase.																			

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MA IL:0383 IDECC:0383	Skill: In explaining time-payment principles.																			
MA IL:0384 IDECC:0384	Skill: Ability to determine the price of merchandise being purchased in a lesser quantity than that originally multiple priced.										X									
MA IL:0385 IDECC:0385	Skill: In determining the most beneficial discounts and dating to be used.																			
MA IL:0386 IDECC:0386	Skill: Ability to make change quickly and accurately.		X	X	X	X			X	X	X	X		X			X			
MA IL:0387 IDECC:0387	Skill: Ability to calculate the reimbursable amount for returned bottles.																			
MA IL:0388 IDECC:0388	Skill: In preparing cash drawers for check-out registers allowing quantities of change and bills needed for various traffic periods.			X	X	X			X											
MA IL:0389 IDECC:0389	Skill: Ability to balance cash drawers against register readings.			X	X	X			X											
MA IL:0390 IDECC:0390	Attitude: That carefully calculating the exact amount of a customer's purchase will prevent inventory shortages.			X	X				X	X	X								X	X

			Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
MA	IL:0391 IDECC:0391	Attitude: That open-to-buy is a guideline useful in merchandising a department profitably.																			
MA	IL:0392 IDECC:0392	Attitude: That retail prices must be carefully placed on goods and services so as to cover the cost of operation and yield a profit.								X	X	X									
MA	IL:0393 IDECC:0393	Attitude: That merchandise buying plans for specified periods serve as guidelines for profitable operations.					X			X											
MA	IL:0394 IDECC:0394	Attitude: That careful use of the cash register will reduce inventory and money shortages.			X		X			X	X	X									
MA	IL:0395 IDECC:0395	Attitude: The adequate turnover is closely related to operating profits.		X																	
ME	IL:0396 IDECC:0396	Knowledge of or Understanding that: The store's price-line structure and pricing policies.		X			X			X											
ME	IL:0397 IDECC:0397	Knowledge of or Understanding that: The ways prices psychologically affect consumers.	X									X			X						
ME	IL:0398 IDECC:0398	Knowledge of or Understanding that: Federal and state laws applicable to pricing.				X															

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ME IL:0399 IDECC:0399	Knowledge of or Understanding that: The procedures for analyzing and interpreting past sales records and performance in planning future sales and making purchases.		X																	
ME IL:0400 IDECC:0400	Knowledge of or Understanding that: The uses of forms and records necessary in inventory control.		X			X			X	X	X									
ME IL:0401 IDECC:0401	Knowledge of or Understanding that: Stock counts are taken for inventory-control purposes and for ordering purposes.			X		X			X	X	X									
ME IL:0402 IDECC:0402	Knowledge of or Understanding that: Available resources and characteristics of individual manufacturing firms.								X											X
ME IL:0403 IDECC:0403	Knowledge of or Understanding that: The procedure for properly recording the transfer of stock to branch stores to prevent inventory shortages.		X																	
ME IL:0404 IDECC:0404	Knowledge of or Understanding that: The ways to handle special orders of merchandise for customers.		X	X	X	X			X	X		X								

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ME IL:0405 IDECC:0405	Knowledge of or Understanding that: How to obtain the desired quality for the lowest available price by accepting and reviewing competitive bids before orders are placed.		X																	
ME IL:0406 IDECC:0406	Knowledge of or Understanding that: The store's methods or procedures used for changing retail stock prices up or down.		X	X		X			X	X										
ME IL:0407 IDECC:0407	Knowledge of or Understanding that: The procedures used in preparing merchandise plans by seasons.																			
ME IL:0408 IDECC:0408	Knowledge of or Understanding that: The uses of a model (or basic) stock plan.											X								
ME IL:0409 IDECC:0409	Knowledge of or Understanding that: The usual or typical discounts and terms offered by manufacturers in the market from which the buyer purchases merchandise (example - 8/10 EOM).		X																	
ME IL:0410 IDECC:0410	Knowledge of or Understanding that: How to locate and use sources of information on economic indicators to forecast expected sales.																			

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ME IL:0411 IDECC:0411	Knowledge of or Understanding that: Vendors' terms and discounting policies.		X									X								
ME IL:0412 IDECC:0412	Knowledge of or Understanding that: How to determine and interpret current trends in sales, customer buying habits, styles, etc.		X																	
ME IL:0413 IDECC:0413	Knowledge of or Understanding that: The reasons for making returns of merchandise to manufacturers.		X			X			X		X									
ME IL:0414 IDECC:0414	Knowledge of or Understanding that: The procedures involved in a merchandise count for physical inventory.					X			X	X	X									
ME IL:0415 IDECC:0415	Knowledge of or Understanding that: The uses of unit control records in predicting trends in price lines, colors, types, sizes, etc.											X								
ME IL:0416 IDECC:0416	Knowledge of or Understanding that: The ways to negotiate with manufacturers for the most advantageous advertising or promotional aid.		X																	
ME IL:0417 IDECC:0417	Knowledge of or Understanding that: How to develop and submit departmental advertising plans for a coming season to management.																			

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ME IL:0418 IDECC:0418	Knowledge of or Understanding that: The ways to stimulate sales with timely advertising, markdowns, special sales and sales force incentives.	X																		
ME IL:0419 IDECC:0419	Knowledge of or Understanding that: The ways to best use product information or merchandise training sessions provided by manufacturers to keep sales personnel up-to-date and customers well-informed.		X						X	X										
ME IL:0420 IDECC:0420	Knowledge of or Understanding that: The factors such as transportation and discounts in addition to cost price of merchandise which affect the retail price of merchandise.		X																	
ME IL:0421 IDECC:0421	Knowledge of or Understanding that: The differences between the cost method and the retail method of inventory - the advantages and limitations of each.		X																	
ME IL:0422 IDECC:0422	Knowledge of or Understanding that: The elements involved in the retail method of accounting such as retail reductions, cost of goods sold and total merchandise handled.		X																	

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ME IL:0423 IDECC:0423	Knowledge of or Understanding that: Stock quantities necessary for seasonal or year-long selling.		X			X			X											
ME IL:0424 IDECC:0424	Knowledge of or Understanding that: For a buying trip into the market to be most advantageous, the buyer must lay out careful buying plans in advance and then systematically review merchandise lines and place orders while in the market.																			
ME IL:0425 IDECC:0425	Knowledge of or Understanding that: The ways to use a resident buyer or buying office to the best advantage.																			
ME IL:0426 IDECC:0426	Knowledge of or Understanding that: The store's procedures for recording markups and markdowns, additional markups and revisions of retail down.		X			X			X	X										
ME IL:0427 IDECC:0427	Knowledge of or Understanding that: The uses of the information available from unit inventory control systems.		X																	
ME IL:0428 IDECC:0428	Knowledge of or Understanding that: The use of ticket stubs and special forms to keep records of merchandise sold by classification.								X	X	X									

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ME IL:0429 IDECC:0429	Knowledge of or Understanding that: The term "open-to-buy" and the factors which influence it.		X																	
ME IL:0430 IDECC:0430	Knowledge of or Understanding that: The procedures followed when buying from vendor or company catalogs.											X								
ME IL:0431 IDECC:0431	Knowledge of or Understanding that: How to anticipate and buy related items that will contribute to maximum sales of basic stock items. (Example: aluminum foil, dressing mix, cranberry sauce for Thanksgiving turkey)		X			X			X			X								
ME IL:0432 IDECC:0432	Knowledge of or Understanding that: How to take advantage of seasonal price changes in products, pricing items promotionally at the most advantageous time.		X			X			X			X								
ME IL:0433 IDECC:0433	Skill: In placing reorders as soon as the need is discovered to assure depth of stock in wanted merchandise.		X			X			X			X								
ME IL:0434 IDECC:0434	Skill: In interpreting consumer demand as it applies to the merchandise in the selling department.					X			X		X									

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ME IL:0435 IDECC:0435	Skill: In keeping up-to-date on trends through trade journals, central buying office aids, etc.																			
ME IL:0436 IDECC:0436	Skill: In maintaining a close relationship between stocks and sales.					X			X											
ME IL:0437 IDECC:0437	Skill: In considering the promotional possibilities of merchandise and making preliminary promotional plans when purchasing merchandise for resale.																			
ME IL:0438 IDECC:0438	Skill: In keeping informed of competitive conditions in the market area which the store serves.	X	X			X			X		X				X		X			
ME IL:0439 IDECC:0439	Skill: Ability to use the company's merchandise order forms.		X	X		X			X			X								
ME IL:0440 IDECC:0440	Skill: In making quality and style comparisons when buying merchandise for a particular classification.																			
ME IL:0441 IDECC:0441	Skill: In supervising the proper handling of merchandise between warehouse and/or parent store and branch stores to provide merchandise that is timely and protected from inventory losses.					X			X											

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ME IL:0442 IDECC:0442	Skill: In taking accurate stock counts of merchandise for ordering, inventory or unit-book-control.		X	X	X				X		X	X								
ME IL:0443 IDECC:0443	Skill: Ability to use "open-to-buy" and interpret the factors that influence it.																			
ME IL:0444 IDECC:0444	Skill: Ability to correctly change the prices of merchandise up or down.					X			X	X										
ME IL:0445 IDECC:0445	Skill: In recording the transfer of merchandise or stock to branch stores to prevent inventory shortages.					X			X											X
ME IL:0446 IDECC:0446	Skill: Ability to determine the quantity of merchandise to buy when purchasing new merchandise or reordering basic stocks.		X			X			X			X								
ME IL:0447 IDECC:0447	Skill: In determing stock quantities necessary for seasonal or year-round selling.					X			X											
ME IL:0448 IDECC:0448	Skill: Ability to interpret the elements involved in the retail method of accounting such as retail reductions, cost of goods sold and total merchandise handled.																			

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ME IL:0449 IDECC:0449	Skill: In using product information or merchandise training sessions provided by manufacturers to keep sales personnel up-to-date and customers well-informed.																			
ME IL:0450 IDECC:0450	Skill: In negotiating with manufacturers for the most advantageous advertising or promotional aid.																			
ME IL:0451 IDECC:0451	Skill: In using unit control records to predict trends in price lines, colors, types, sizes, etc.																			
ME IL:0452 IDECC:0452	Skill: In making effective use of current trends in sales, customer buying habits, styles, etc.																			
ME IL:0453 IDECC:0453	Skill: In preparing and maintaining a model (or basic) stock plan.					X			X											
ME IL:0454 IDECC:0454	Skill: In using timely advertising, mark-downs, special sales and sales force incentives to stimulate sales.								X											
ME IL:0455 IDECC:0455	Skill: In developing departmental advertising plans for a coming season.																			
ME IL:0456 IDECC:0456	Skill: In using a resident buyer or buying office to the best advantage.																			

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ME IL:0457 IDECC:0457	Skill: Ability to use information on economic indicators to forecast expected sales.																			
ME IL:0458 IDECC:0458	Skill: In preparing seasonal merchandise plans.																			
ME IL:0459 IDECC:0459	Skill: In analyzing and interpreting past sales records and performances in planning future sales and purchases.																			
ME IL:0460 IDECC:0460	Skill: Ability to determine the psychological effect of prices on a customer.																			
ME IL:0461 IDECC:0461	Skill: In using the cost method or the retail method of inventory.																			
ME IL:0462 IDECC:0462	Skill: In scheduling stock counts to assure depth of stock in wanted merchandise.		X			X			X											
ME IL:0463 IDECC:0463	Skill: Ability to participate in merchandise counts for physical inventories.		X	X	X				X		X									
ME IL:0464 IDECC:0464	Skill: In handling special orders of merchandise for customers.			X	X				X											
ME IL:0465 IDECC:0465	Skill: In interpreting vendors' terms and discounting policies.																			

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ME IL:0466 IDECC:0466	Skill: In using forms and records necessary in inventory control.				X				X											
ME IL:0467 IDECC:0467	Skill: In interpreting and using the information available from unit inventory control systems.																			
ME IL:0468 IDECC:0468	Skill: In comparing merchandise costs and such factors as transportation and discounts.																			
ME IL:0469 IDECC:0469	Skill: Ability to make decisions on styles, quantities, colors, sizes, delivery dates, etc. while working "in the market" which will help fulfill the needs of the predetermined merchandise plan.		X																	
ME IL:0470 IDECC:0470	Skill: Ability to keep records of merchandise sold by classification - use of ticket stubs or special forms.																			
ME IL:0471 IDECC:0471	Skill: The ability to effectively analyze merchandise purchases proposed by other management personnel, either authorizing, revising or rejecting the proposed purchase in light of sales and stock conditions.																			

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ME IL:0472 IDECC:0472	Skill: Ability to distinguish quality and value when buying produce, fruits, meats, etc.																			
ME IL:0473 IDECC:0473	Skill: Ability to check pump meters and stick-measure gasoline tanks in determining the amount of fuel on hand.																			
ME IL:0474 IDECC:0474	Attitude: That stockkeeping errors or losses affect company profits.		X	X	X				X		X									
ME IL:0475 IDECC:0475	Attitude: That complete assortments of wanted merchandise must be maintained at all times to stimulate best sales.			X		X			X	X	X									
ME IL:0476 IDECC:0476	Attitude: That the buyer must be kept informed of low quantity points of staple stocks.																			
ME IL:0477 IDECC:0477	Attitude: That one must keep informed of manufacturers' or resources' products and lines of merchandise which can be valuably used by the retailer.																			
ME IL:0478 IDECC:0478	Attitude: That a good market reputation is a priceless asset for a buyer.																			

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ME IL:0479 IDECC:0479	Attitude: That by maintaining regularly scheduled deliveries of basic foodstuffs such as dairy products and baked goods, the buying responsibility is eased.					X			X											
ME IL:0480 IDECC:0480	Attitude: That a buyer or manager who spends as much time as possible on the selling floor maintains a customer contact which is necessary for a good merchandising job.					X			X											
ME IL:0481 IDECC:0481	Attitude: That a buyer or manager should spend as much time as possible on the selling floor, supervising the selling of merchandise and further developing salespeople.		X						X											
ME IL:0482 IDECC:0482	Attitude: That a balanced stock is the basis of good merchandising in that maximum volume, customer goodwill, satisfactory profit, minimum investment and rapid turnover can be achieved.					X			X		X									

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ME IL:0483 IDECC:0483	Attitude: That the character of the retail business helps determine what proportion of promotional merchandise activity versus staple merchandise appeal should be carried out.	X																		
ME IL:0484 IDECC:0484	Attitude: That before buying merchandise, its salability (past, present and potential), comparative market value, competitive elements and amount of stock on hand and on order must be considered.																			
ME IL:0485 IDECC:0485	Attitude: That merchandise packaging possibilities must be considered at the time of purchase. (Promotional features, increased salability and adaptability to present department fixtures).		X																	
ME IL:0486 IDECC:0486	Attitude: That the prompt payment for purchases from manufacturers provides a profit cushion (cash discount) which is often the difference between profit and loss for a department or store.																			

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ME IL:0487 IDECC:0487	Attitude: That the store's branch or suburban stores must be visited by the buyer frequently enough to maintain good relations, determine merchandise needs and provide merchandising suggestions and help.		X																	
ME IL:0488 IDECC:0488	Attitude: That the customer is the determining factor in buying merchandise for a retail store or department.		X			X			X	X	X									
ME IL:0489 IDECC:0489	Attitude: A belief that if the store is to get its share of the business in its market area, merchandise must be bought and sold at competitive prices.					X			X	X	X									
ME IL:0490 IDECC:0490	Attitude: A belief that unit inventory control systems must be kept up-to-date if they are to be useful in planning and making purchases.								X											X
ME IL:0491 IDECC:0491	Attitude: That manufacturer representatives are a source of market, merchandise and product information and consumer information.		X																	

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ME IL:0492 IDECC:0492	Attitude: That the company's restrictions, policies and procedures for buying are set up to protect the buyer, the store and the manufacturer.		X						X											
ME IL:0493 IDECC:0493	Attitude: That one must be constantly alert to discover "hot items" and follow through with additional merchandising and promotional activities.			X		X			X											
ME IL:0494 IDECC:0494	Attitude: That one must be always aware of incorrectly priced items since prices change frequently and quickly.					X			X	X	X									
ME IL:0495 IDECC:0495	Attitude: That produce must be constantly checked for spoilage, either disposing of or reducing the price on spoiled items.																			
ME IL:0496 IDECC:0496	Attitude: That quick, remedial action such as special pricing or display of distressed produce items can often prevent lost profits.																			
ME IL:0497 IDECC:0497	Attitude: That "in-store merchandising," which includes product selection, variety arrangement, plus the promotion and presentation of products, is an important factor in profitable operation.	X																		

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ME	IL:0498 IDECC:0498	Attitude: That management should keep informed of new advancements and the availability of equipment and supplies for use by hotels.																			
PS	IL:0499 IDECC:0499	Knowledge of or Understanding that: The ways to interpret the features of a product in terms of benefits to customers.		X	X	X															
PS	IL:0500 IDECC:0500	Knowledge of or Understanding that: Since sizes vary according to manufacturers and price lines, it is necessary to judge each customer's requirements.								X	X										
PS	IL:0501 IDECC:0501	Knowledge of or Understanding that: The ways to show that an item of merchandise is suited for the purpose the customer has in mind.			X	X															
PS	IL:0502 IDECC:0502	Knowledge of or Understanding that: Sources of merchandise information such as the merchandise itself, handtags and labels, leaflets, box covers and price tags.		X			X			X	X	X	X								
PS	IL:0503 IDECC:0503	Knowledge of or Understanding that: The delivery area served by the store, delivery schedules and delivery charges.		X			X			X										X	

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PS IL:0504 IDECC:0504	Knowledge of or Understanding that: The ways to handle merchandise when placing it in stock or on display as well as how to keep it clean.				X				X		X									
PS IL:0505 IDECC:0505	Knowledge of or Understanding that: The various locations of merchandise on the selling floor and in reserve stock.		X	X	X	X			X	X										
PS IL:0506 IDECC:0506	Knowledge of or Understanding that: The sizes, colors, styles and prices in which merchandise is available.				X				X	X										
PS IL:0507 IDECC:0507	Knowledge of or Understanding that: Substitute items that are used for formerly well-known products, what they are substitutes for and superior points of the substitutes.		X			X			X	X										
PS IL:0508 IDECC:0508	Knowledge of or Understanding that: The uses of specific merchandise and differences between similar articles so that merchandise may be selected to meet a customer's needs.			X	X	X			X	X	X									
PS IL:0509 IDECC:0509	Knowledge of or Understanding that: The values of advertising information to the salesperson.																			

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PS IL:0510 IDECC:0510	Knowledge of or Understanding that: Adequate merchandise information will enable salespersons to increase sales as well as their earning capacity.				X	X			X	X	X									
PS IL:0511 IDECC:0511	Knowledge of or Understanding that: Merchandise information is a useful tool in opening a sales conversation with a customer.			X		X			X	X	X									
PS IL:0512 IDECC:0512	Knowledge of or Understanding that: Merchandise guarantees and directions protect both the customer and the store and help increase sales.			X		X			X		X									
PS IL:0513 IDECC:0513	Knowledge of or Understanding that: Current merchandise fashion trends, product innovations, etc.								X	X	X									
PS IL:0514 IDECC:0514	Knowledge of or Understanding that: The product features and customer acceptance of competing products.																			
PS IL:0515 IDECC:0515	Knowledge of or Understanding that: Protective measures behind standards, grades and labels.											X								
PS IL:0516 IDECC:0516	Knowledge of or Understanding that: Grades may be expressed by letters or words.																			

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:0517 IDECC:0517	Knowledge of or Understanding that: Labels taking the form of tags, stamps, wrappers, etc. identify products as to their content.				X				X		X									
PS IL:0518 IDECC:0518	Knowledge of or Understanding that: Brand of trade names identifying products by producer or distributor.					X			X		X									
PS IL:0519 IDECC:0519	Knowledge of or Understanding that: Brand or trade names are an advertising device used to encourage customer retention.	X				X			X	X										
PS IL:0520 IDECC:0520	Knowledge of or Understanding that: Standardization provides a basis upon which grading can be determined and aids customers in buying goods and services to fit their needs.																			
PS IL:0521 IDECC:0521	Knowledge of or Understanding that: Various governmental, state and local laws regarding standards.																			
PS IL:0522 IDECC:0522	Knowledge of or Understanding that: The provisions in the Pure Food, Drug, and Cosmetic Act.	X	X																	

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PS IL:0523 IDECC:0523	Knowledge of or Understanding that: Federal Trade Commission protective measures as they apply to various products.	X	X																	
PS IL:0524 IDECC:0524	Knowledge of or Understanding that: The various agencies that give protection to customers in their buying.		X											X						
PS IL:0525 IDECC:0525	Knowledge of or Understanding that: The procedures that customers must follow to apply for an obtain a national credit card.																			
PS IL:0526 IDECC:0526	Knowledge of or Understanding that: The approximate time required to remake a guest room and ready it for occupancy.																			
PS IL:0527 IDECC:0527	Knowledge of or Understanding that: The availability of guest rooms and public facilities for various times.																			
PS IL:0528 IDECC:0528	Knowledge of or Understanding that: The hotel restaurant's hours, the type of service offered and food served.																			

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PS IL:0529 IDECC:0529	Knowledge of or Understanding that: The arrival and departure times of limousine and public transportation systems serving the hotel or motel.																			
PS IL:0530 IDECC:0530	Knowledge of or Understanding that: The recreational facilities offered by the hotel or motel and their locations.																			
PS IL:0531 IDECC:0531	Knowledge of or Understanding that: How to determine top quality produce, sorting lesser qualities into lower grades.																			
PS IL:0532 IDECC:0532	Knowledge of or Understanding that: How to appeal to the public's constantly changing food buying and eating habits.																			
PS IL:0533 IDECC:0533	Knowledge of or Understanding that: How to prepare certain sauces, dressings, etc., according to restaurant procedures.																			
PS IL:0534 IDECC:0534	Knowledge of or Understanding that: How to adapt food served to climatic conditions (summer-fresh fruits, salads and vegetables; winter-casseroles and stews).																			

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PS IL:0535 IDECC:0535	Knowledge of or Understanding that: The size of various food portions that may be served without affecting profits.																			
PS IL:0536 IDECC:0536	Knowledge of or Understanding that: The restaurant's menu items which have been authorized for "take-out" service.																			
PS IL:0537 IDECC:0537	Knowledge of or Understanding that: The kitchen preparation time of various dishes.																			
PS IL:0538 IDECC:0538	Knowledge of or Understanding that: The preparation of various food items on the menu.																			
PS IL:0539 IDECC:0539	Knowledge of or Understanding that: How to set up or prepare tables with linens, china, flatware, crystal, etc., using the correct place-setting rules.																			
PS IL:0540 IDECC:0540	Knowledge of or Understanding that: How to use correct table-serving manners and rules of etiquette.																			

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PS IL:0541 IDECC:0541	Knowledge of or Understanding that: How to suggest to customers the best way to arrive at a destination using a knowledge of local streets, highways and route numbers.																			
PS IL:0542 IDECC:0542	Knowledge of or Understanding that: The fuel tank location on almost all models of automobiles.																			
PS IL:0543 IDECC:0543	Knowledge of or Understanding that: Various makes or models of automobiles.																			
PS IL:0544 IDECC:0544	Knowledge of or Understanding that: The ways to advise customers of the proper size or quality of products or accessory items being purchased for various makes of automobiles.																			
PS IL:0545 IDECC:0545	Skill: In analyzing a product in relation to current trends such as fashion or style, innovations, novelty appeal, etc., so that a better job or selling can be done.																			
PS IL:0546 IDECC:0546	Skill:, In knowing what to look for when making comparison shoppings of a competitor's merchandise.		X																	

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PS IL:0547 IDECC:0547	Skill: In analyzing merchandise returned as unsatisfactory by customers to determine reasons for poor performance.					X			X	X	X									
PS IL:0548 IDECC:0548	Skill: In using facts about the merchandise itself when helping a customer make a buying decision.		X	X	X	X			X	X										
PS IL:0549 IDECC:0549	Skill: In keeping an accurate record of the supply of merchandise on hand and/or amount to reorder.					X			X											
PS IL:0550 IDECC:0550	Skill: In expressing customer benefits that accompany merchandise selling features.			X	X				X	X										
PS IL:0551 IDECC:0551	Skill: In building a sales talk around merchandise selling features.		X						X	X							X			
PS IL:0552 IDECC:0552	Skill: In carefully wrapping and packing the customer's purchase according to size, shape and weight of the item purchased.					X			X		X									
PS IL:0553 IDECC:0553	Skill: In showing to customers the points of superiority of one's own product in comparison to competing stores' products.								X	X										

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PS IL:0554 IDECC:0554	Skill: In interpreting merchandise guarantees and directions to customers.		X						X	X		X					X		X	
PS IL:0555 IDECC:0555	Skill: In using facts from merchandise advertisements during sales.								X	X							X			
PS IL:0556 IDECC:0556	Skill: In quoting to customers accurate delivery dates and charges.																		X	
PS IL:0557 IDECC:0557	Skill: Ability to fit customers with correct sizes when selling articles of clothing.		X																	
PS IL:0558 IDECC:0558	Skill: Ability to use grades as selling points in answering customer's questions.																			
PS IL:0559 IDECC:0559	Skill: Ability to help customers buy intelligently with the use of stamps, tags, wrappers, etc., attached to merchandise.								X	X		X								
PS IL:0560 IDECC:0560	Skill: In maintaing a usable bank of product knowledge, selecting that which can be used with individual customers.				X															
PS IL:0561 IDECC:0561	Skill: Ability to use brand or trade names to help customers identify and select products or merchandise.					X			X		X						X			

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PS IL:0562 IDECC:0562	Skill: In selecting and quoting factual comments about certain products.				X															
PS IL:0563 IDECC:0563	Skill: In using a knowledge of the features and customer acceptance of competing products and points of superiority of the product being shown during a sale.			X																
PS IL:0564 IDECC:0564	Skill: Ability to translate merchandise label information into selling points.	X	X	X																
PS IL:0565 IDECC:0565	Skill: In suggesting to customers interesting and desirable food accompaniments such as wines and dressings.																			
PS IL:0566 IDECC:0566	Skill: In tabulating a food check, recalling the correct prices for various food items on the customer's tray.																			
PS IL:0567 IDECC:0567	Skill: Ability to determine whether food is being served according to the best standards of nutrition.																			
PS IL:0568 IDECC:0568	Skill: In planning menus that offer the customer a well-balanced meal and variety in choice while maximizing on the seasonal availability of various food items.																			

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PS IL:0569 IDECC:0569	Skill: In timing a customer's order - that is, knowing when the waiter/waitress will need a course, how long it will take to prepare in the kitchen (especially cooked-to-order foods) and when they should return to the kitchen to pick up the food fresh from the broiler, griddle or oven.																			
PS IL:0570 IDECC:0570	Skill: Ability to handle foods in such a way as to protect their food values and avoid undue losses.								X											X
PS IL:0571 IDECC:0571	Skill: Ability to make menu suggestions to customers concerned with calories, low-cholesterol, salt-free diets, etc.																			
PS IL:0572 IDECC:0572	Skill: In suggesting to customers menu selections based on a knowledge of profit value in various menu items.																			
PS IL:0573 IDECC:0573	Skill: In garnishing dishes being served in an appetizing way.																			

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PS IL:0574 IDECC:0574	Skill: In explaining and describing to customers various cuts and origins of meats, using correct terminology.																			
PS IL:0575 IDECC:0575	Skill: In quoting comparative prices of parts and accessories when selling to customers.																			
PS IL:0576 IDECC:0576	Skill: Ability to explain the features of different grades of gasoline and compare their expected performance for customers.																			
PS IL:0577 IDECC:0577	Skill: Ability to read and interpret various automotive service guides or charts when determining the best way to service a particular model of car.			X																
PS IL:0578 IDECC:0578	Skill: Ability to determine when water must be added to radiator or battery and when an automobile's oil level is low.																			
PS IL:0579 IDECC:0579	Skill: Ability to operate gasoline pumps with efficiency.																			

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PS IL:0580 IDECC:0580	Attitude: That a continual program of training and retraining employees with product knowledge must be carried out.			X	X	X			X	X				X						
PS IL:0581 IDECC:0581	Attitude: That a familiarity with trade journals will supplement product, merchandise and service knowledge as well as current business trends.													X						
PS IL:0582 IDECC:0582	Attitude: That a salesperson must have sufficient knowledge of the merchandise they sell in order to answer a customer's questions satisfactorily.			X	X				X	X	X									
PS IL:0583 IDECC:0583	Attitude: That adequate merchandise knowledge usually creates in salespersons enthusiasm for the goods they sell and adds to their self-confidence.			X	X				X	X	X									
PS IL:0584 IDECC:0584	Attitude: That usually services and benefits are bought rather than goods or merchandise.																			
PS IL:0585 IDECC:0585	Attitude: That merchandise information is obtainable from customers, competitors, sales representatives, producers, fellow sales employees and supervisors.								X	X	X									

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PS IL:0586 IDECC:0586	Attitude: That keeping informed of merchandise and product information makes the sales supporting job more interesting.					X			X	X	X									
PS IL:0587 IDECC:0587	Attitude: Belief that adequate merchandise information will help increase sales and promote better customer relations.					X			X	X	X								X	
PS IL:0588 IDECC:0588	Attitude: A belief that adequate merchandise information will build customer confidence in the merchandise as well as the store.								X	X	X								X	
PS IL:0589 IDECC:0589	Attitude: That specific merchandise information may be found in advertisements.										X									
PS IL:0590 IDECC:0590	Attitude: That merchandising information can be gained by handling merchandise and by using it.			X							X									
PS IL:0591 IDECC:0591	Attitude: That the most important subject in restaurant management is the preparation of menus that attract and sell.																			

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PS	IL:0592 IDECC:0592	Attitude: That menu planning requires a constant study of food tendencies since times, conditions, weather, food supply and clientele change so rapidly.																			
PS	IL:0593 IDECC:0593	Attitude: That a customer's grocery purchase must be carefully bagged to protect frozen items, soft packages, perishables, etc.					X			X											
OP	IL:0594 IDECC:0594	Knowledge of or Understanding that: The procedures in analyzing and aging customer accounts for the store's use and use by the credit bureau.				X															
OP	IL:0595 IDECC:0595	Knowledge of or Understanding that: The store's billing procedures.				X							X							X	
OP	IL:0596 IDECC:0596	Knowledge of or Understanding that: How to follow through on references given by credit applicants.				X									X						
OP	IL:0597 IDECC:0597	Knowledge of or Understanding that: How to deal with slow payers or uncollectable credit accounts.																			
OP	IL:0598 IDECC:0598	Knowledge of or Understanding that: How to convert or transfer customer charge accounts from one type to another.				X															

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OP	IL:0599 IDECC:0599	Knowledge of or Understanding that: How to make a customer charge plate or card.																			
OP	IL:0600 IDECC:0600	Knowledge of or Understanding that: How to handle and record customer payments of bills.				X									X					X	
OP	IL:0601 IDECC:0601	Knowledge of or Understanding that: How to interpret credit policies to customers when opening accounts.																			
OP	IL:0602 IDECC:0602	Knowledge of or Understanding that: How to work effectively with credit bureaus to supply and receive credit reference information vital to the store and the credit bureau.		X		X															
OP	IL:0603 IDECC:0603	Knowledge of or Understanding that: How to discuss delinquent accounts with a customer, keeping that person's goodwill.				X												X		X	
MN	IL:0604 IDECC:0604	Knowledge of or Understanding that: How to maintain a working environment where employees can have a sense of security and reasonable freedom from worry.			X		X			X											

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MN IL:0605 IDECC:0605	Knowledge of or Understanding that: How to help employees have a feeling of pride in their company and the worthwhileness of their work.					X			X											X
MN IL:0606 IDECC:0606	Knowledge of or Understanding that: The ways to make job orientation for new employees friendly, skillful and adequate.					X			X											X
MN IL:0607 IDECC:0607	Knowledge of or Understanding that: The methods of training which can be used such as telling, showing, demonstrating and dramatizing.					X			X											
MN IL:0608 IDECC:0608	Knowledge of or Understanding that: How to plan work-force budgets and schedule employee working hours, lunch hours and breaks.																			
MN IL:0609 IDECC:0609	Knowledge of or Understanding that: A personnel organization by showing lines of authority and responsibility can be used in hiring and training as well as in increasing morale.																			
MN IL:0610 IDECC:0610	Knowledge of or Understanding that: The store's procedures for evaluating employees.			X		X			X					X					X	

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MN	IL:0611 IDECC:0611	Knowledge of or Understanding that: How to use the store's policies for making decisions on hiring, promoting or dismissing employees.					X			X											
MN	IL:0612 IDECC:0612	Knowledge of or Understanding that: The qualifications stores set up for recruiting new employees.																			
MN	IL:0613 IDECC:0613	Knowledge of or Understanding that: Local and national economic factors such as strikes and demonstrations which may influence one's business.	X																		
OP	IL:0614 IDECC:0614	Knowledge of or Understanding that: The functions of store maintenance.										X									
OP	IL:0615 IDECC:0615	Knowledge of or Understanding that: Proper care of store equipment and proper stock arrangements can help prevent accidents.			X	X				X		X								X	
MN	IL:0616 IDECC:0616	Knowledge of or Understanding that: How to plan and develop a workable six-month or yearly budget for a sales-supporting department.																			

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OP	IL:0617 IDECC:0617	Knowledge of or Understanding that: Although management plans expense control budgets, the actual control must be carried out by the cooperative effort of all store employees.					X			X		X									X
OP	IL:0618 IDECC:0618	Knowledge of or Understanding that: Seemingly small savings in some expense areas can mean a substantial gain in profits.			X		X			X		X			X					X	
OP	IL:0619 IDECC:0619	Knowledge of or Understanding that: Careful use of supplies will help control expenses.			X	X				X		X			X			X			
MN	IL:0620 IDECC:0620	Knowledge of or Understanding that: The customer gift wrapping services available - those that are free and those for which there is a charge.																			
OP	IL:0621 IDECC:0621	Knowledge of or Understanding that: How to authorize customer checks according to the store's policy.		X		X				X	X		X								
MN	IL:0622 IDECC:0622	Knowledge of or Understanding that: In-store and telephone order services not only build customer goodwill but also help increase sales.			X																

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MN IL:0623 IDECC:0623	Knowledge of or Understanding that: The availability and location of customer services and facilities.		X	X	X	X			X	X	X									
MN IL:0624 IDECC:0624	Knowledge of or Understanding that: The types of delivery systems available for use by stores such as independently owned, central delivery, parcel post and express.																			
MN IL:0625 IDECC:0625	Knowledge of or Understanding that: The ways to develop department or store merchandise arrangements in relation to floor space expense, potential sales and profits.		X																	
MN IL:0626 IDECC:0626	Knowledge of or Understanding that: The factors which influence store arrangement and layout.										X									
MN IL:0627 IDECC:0627	Knowledge of or Understanding that: Impulse and convenience goods are located on lower floors or near the entrance while staple or shopping goods are located to the back or on upper floors.		X																	
MN IL:0628 IDECC:0628	Knowledge of or Understanding that: The factors which influence both the area and site location of retail stores.																			

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MN	IL:0629 IDECC:0629	Knowledge of or Understanding that: The most efficient methods to wrap and/or pack customers' purchases.					X			X	X										
MN	IL:0630 IDECC:0630	Knowledge of or Understanding that: Efficient wrapping and packing depends heavily on the best location of wrapping and packing units, careful selection of equipment and supplies and proper training of personnel.																			
OP	IL:0631 IDECC:0631	Knowledge of or Understanding that: Prepacking of merchandise by either the retailer or the manufacturer helps by speeding up selling service, reducing damage and handling costs and eliminating packing activities.																			
OP	IL:0632 IDECC:0632	Knowledge of or Understanding that: How to "close out" the department at the end of a selling day.		X		X	X			X	X										
OP	IL:0633 IDECC:0633	Knowledge of or Understanding that: How to record and report federal and state sales taxes.		X																	
OP	IL:0634 IDECC:0634	Knowledge of or Understanding that: Procedures for reporting and handling damaged merchandise.				X				X			X							X	

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OP IL:0635 IDECC:0635	Knowledge of or Understanding that: How to requisition and obtain supplies needed by the department such as salescheck books, wrapping supplies and report forms.					X			X	X										
OP IL:0636 IDECC:0636	Knowledge of or Understanding that: How to use sales sheets in the reporting of daily sales in a department.		X																	
OP IL:0637 IDECC:0637	Knowledge of or Understanding that: The amount on-hand of various items which is considered an adequate supply.		X			X			X		X									
OP IL:0638 IDECC:0638	Knowledge of or Understanding that: The procedures involved in checking merchandise against an invoice.			X		X			X		X								X	X
OP IL:0639 IDECC:0639	Knowledge of or Understanding that: The procedures for handling incorrect amounts or types of merchandise received.			X		X			X		X								X	X
OP IL:0640 IDECC:0640	Knowledge of or Understanding that: The uses of forms and reports necessary in stockkeeping.		X		X				X										X	
OP IL:0641 IDECC:0641	Knowledge of or Understanding that: The bookkeeping and accounting process which accompanies the receiving and marking system.					X			X											

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OP IL:0642 IDECC:0642	Knowledge of or Understanding that: The procedures for filing claims for merchandise damage, shortages and overcharges on carriers or manufacturers.		X	X		X			X											
OP IL:0643 IDECC:0643	Knowledge of or Understanding that: How to follow through on merchandise not delivered or lost.		X			X			X											
OP IL:0644 IDECC:0644	Knowledge of or Understanding that: How to operate price-marking machines.		X			X			X	X		X								
OP IL:0645 IDECC:0645	Knowledge of or Understanding that: How to put price tickets on various types of merchandise.		X			X			X	X	X	X								
OP IL:0646 IDECC:0646	Knowledge of or Understanding that: The various modes of transportation used in shipping merchandise from vendor to store.		X																X	
OP IL:0647 IDECC:0647	Knowledge of or Understanding that: The terms used in connection with the merchandise receiving and marking process such as buyer's order, invoice, apron, price code, blind check, direct check, receiving record, bill of lading, vendor and vendee.																		X	

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OP IL:0648 IDECC:0648	Knowledge of or Understanding that: Various types of storage - within store (stockroom), outside-the-store (warehouse) and storage for returned goods.		X			X			X		X								X	
MN IL:0649 IDECC:0649	Knowledge of or Understanding that: The chief duties of the reserve stock division are to store merchandise according to some accessible arrangement and send merchandise to the selling floors as it is required.					X			X											
OP IL:0650 IDECC:0650	Knowledge of or Understanding that: How to analyze and follow through on food-cost control areas such as purchasing, receiving, storing, issuing, production, inventory and sales.																			
OP IL:0651 IDECC:0651	Knowledge of or Understanding that: How to contend with cases of shoplifting according to the store's policies and procedures.		X			X			X	X	X	X								
MN IL:0652 IDECC:0652	Knowledge of or Understanding that: How to handle employee complaints and grievances, maintaining an objective point-of-view.	X				X			X								X			

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MN	IL:0653 IDECC:0653	Knowledge of or Understanding that: How to develop storewide budgets within which operations can be controlled realistically.																			
MN	IL:0654 IDECC:0654	Knowledge of or Understanding that: How to run an efficient hotel or motel business without destroying the services expected by guests.																			
OP	IL:0655 IDECC:0655	Knowledge of or Understanding that: How to use periodic inventories of linen, china, glassware, silver, etc., in a restaurant to determine pilferage, wear due to laundering, carelessness of employees and to keep the cost of replacement in line.																			
MN	IL:0656 IDECC:0656	Knowledge of or Understanding that: The equipment supplied to the housekeeping staff in a hotel or motel has a direct influence on their efficiency.																			
MN	IL:0657 IDECC:0657	Knowledge of or Understanding that: How to use "percentage of occupancy" ratio of rooms occupied by paying guests to the number of rooms for sale as a valuable indication of the trend that business is taking.																			

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MN	IL:0658 IDECC:0658	Knowledge of or Understanding that: How to use "average rate per occupied room"--figured by dividing the room sales by the number of rooms occupied by paying guests as an indicator of the trend that business is taking.																			
MN	IL:0659 IDECC:0659	Knowledge of or Understanding that: State laws governing the hotel or motel responsibility for guests' valuables.																			
OP	IL:0660 IDECC:0660	Knowledge of or Understanding that: How to take care of employees' and customers' accidents in the store.		X		X				X		X			X	X				X	
MN	IL:0661 IDECC:0661	Knowledge of or Understanding that: How to interview potential employees, obtaining all necessary data and offering them information concerning the business, its operation and policies.	X																		
MN	IL:0662 IDECC:0662	Knowledge of or Understanding that: How to handle customer traffic efficiently at the check-out point (front-end operation).					X			X	X										

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MN	IL:0663 IDECC:0663	Knowledge of or Understanding that: The names and purposes of significant professional associations-local, state and national-that are of interest to retail management.																			
MN	IL:0664 IDECC:0664	Knowledge of or Understanding that: How to use records to analyze and supervise the work of employees at different levels.																			
MN	IL:0665 IDECC:0665	Knowledge of or Understanding that: How to manipulate the number and brands of items stocked, their location in the store and the size of their display in order to maximize the net profit.																			
OP	IL:0666 IDECC:0666	Knowledge of or Understanding that: How to control expenses in order to provide the highest possible profit.																			
OP	IL:0667 IDECC:0667	Knowledge of or Understanding that: How to check on turnover, prices, etc., for best shelf-space and floor-space management.					X			X											
OP	IL:0668 IDECC:0668	Knowledge of or Understanding that: How to properly handle records for the effective control of the store's operation.																		X	

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OP IL:0669 IDECC:0669	Knowledge of or Understanding that: How to unload delivery trucks quickly and efficiently, placing items in their proper position in the stock area.		X		X				X		X								X	
OP IL:0670 IDECC:0670	Knowledge of or Understanding that: How to avoid accidents by following predetermined traffic patterns among tables as well as back and forth from the kitchen.																			
OP IL:0671 IDECC:0671	Knowledge of or Understanding that: How to use catering service (both in the restaurant and out) to increase business volume.																			
OP IL:0672 IDECC:0672	Knowledge of or Understanding that: The health and sanitation laws and regulations with which restaurants must comply.																			
OP IL:0673 IDECC:0673	Knowledge of or Understanding that: How to schedule waiters or waitresses according to ability, seniority, preference for shift, service load, side work and special parties.																			

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MN IL:0674 IDECC:0674	Knowledge of or Understanding that: The intangibles of business such as human relations factors, long-run economic factors and innovations which may influence business.													X			X			
OP IL:0675 IDECC:0675	Knowledge of or Understanding that: How to develop a workable food cost control system that is applicable to a particular type restaurant operation.																			
OP IL:0676 IDECC:0676	Knowledge of or Understanding that: The restaurant's overhead costs and how to help management keep these costs in line.																			
OP IL:0677 IDECC:0677	Knowledge of or Understanding that: How to have deliveries of food made (whether short-order or catered dinners) so that they remain in an appetizing form.																			
OP IL:0678 IDECC:0678	Knowledge of or Understanding that: How to calculate and maintain profit and loss records on various food items.																			
OP IL:0679 IDECC:0679	Skill: In working effectively with credit bureaus to supply and receive credit reference information vital to the store and the credit bureau				X															

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OP IL:0680 IDECC:0680	Skill: In accurately handling and recording customer payment of bills.				X				X	X				X						X
OP IL:0681 IDECC:0681	Skill: In tactfully handling slow-payers or uncollectible credit accounts.																			
OP IL:0682 IDECC:0682	Skill: In determining when to take legal action with delinquent accounts.				X															
OP IL:0683 IDECC:0683	Skill: In planning credit promotions that are timely and worthy of customer interest.																			
OP IL:0684 IDECC:0684	Skill: In keeping informed of state and federal laws concerning credit.				X															
OP IL:0685 IDECC:0685	Skill: In making a decision on accepting or rejecting a credit application after analyzing the determining factors.																			
OP IL:0686 IDECC:0686	Skill: In using credit department equipment including computerized data entry and retrieval systems, micrographic, and charge card/bank card equipment.																			
OP IL:0687 IDECC:0687	Skill: In analyzing and aging accounts for the store's use and use by the credit bureau.																			

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OP IL:0688 IDECC:0688	Skill: In sending out billing statements according to the store's customer-credit operating procedures.																			
OP IL:0689 IDECC:0689	Skill: In using or answering the telephone to determine whether a new charge can be made to a customer's account and receiving or giving approval or rejection of the charge.											X								
MN IL:0690 IDECC:0690	Skill: In selecting and using the methods of training best suited to individual situations.																			
MN IL:0691 IDECC:0691	Skill: Ability to make job orientation for new employees friendly, skillful and adequate.					X			X					X			X			
MN IL:0692 IDECC:0692	Skill: In carefully selecting and placing employees in jobs which they are physically, mentally and emotionally equipped to perform.																			
MN IL:0693 IDECC:0693	Skill: Ability to select those persons best qualified for employment when recruiting potential employees.																			

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OP IL:0694 IDECC:0694	Skill: Ability to observe and evaluate the operations of similar stores in an attempt to increase efficiency in one's own store operations.																			
MN IL:0695 IDECC:0695	Skill: Ability to determine in various situations the most efficient way to get the job accomplished.				X	X			X	X	X			X	X		X		X	
OP IL:0696 IDECC:0696	Skill: In handling and caring for store equipment.			X	X	X			X	X	X						X			
OP IL:0697 IDECC:0697	Skill: Ability to locate or place stock and fixtures within a department to facilitate customer service, increase merchandise protection, eliminate employee and customer hazards and permit ease of restocking.				X				X	X										X
OP IL:0698 IDECC:0698	Skill: In transfering stock to branch stores so that it remains in good selling condition.					X			X											
OP IL:0699 IDECC:0699	Skill: In recognizing and handling shoplifting.					X			X	X	X									
OP IL:0700 IDECC:0700	Skill: In properly packing or wrapping merchandise being returned to a vendor.					X			X	X										

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OP IL:0701 IDECC:0701	Skill: In determining shipping and receiving discrepancies and taking the proper action.					X			X			X							X	X
OP IL:0702 IDECC:0702	Skill: In quickly routing merchandise from the receiving area to the proper selling department or its designated storage area.			X		X			X		X						X			
OP IL:0703 IDECC:0703	Skill: In determining the priority for processing (while receiving and marking) merchandise.			X		X			X											
OP IL:0704 IDECC:0704	Skill: In keeping informed of new developments in shipping, receiving and marking methods and facilities, adopting those which are beneficial to the store.					X			X											
OP IL:0705 IDECC:0705	Skill: In determining quantities of goods and routing to keep transportation costs at a minimum.																		X	
OP IL:0706 IDECC:0706	Skill: In following through on merchandise not delivered or lost.			X		X			X								X		X	
OP IL:0707 IDECC:0707	Skill: In handling incorrect amounts or types of merchandise received.			X		X			X		X						X			

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OP	IL:0708 IDECC:0708	Skill: In accurately checking merchandise against an invoice.			X	X				X		X								X	
OP	IL:0709 IDECC:0709	Skill: In putting price tickets on various types of merchandise.					X			X	X	X									
OP	IL:0710 IDECC:0710	Skill: In operating price-marking machines.					X			X	X										
MN	IL:0711 IDECC:0711	Skill: In developing and maintaining department or store merchandise arrangements in relation to floor space expense, potential sales and profits.					X			X											
MN	IL:0712 IDECC:0712	Skill: In planning and developing a work force budget and scheduling employee working hours, lunch hours and breaks.																			
MN	IL:0713 IDECC:0713	Skill: In planning and developing a workable six-month or yearly budget for a sales-supporting department.																			
OP	IL:0714 IDECC:0714	Skill: In reducing costly errors by maintaining proper records of store operations.																X			

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MN IL:0715 IDECC:0715	Skill: In determining, setting up and interpreting store policies and procedures beneficial to the operation of the business and to store personnel.																			
MN IL:0716 IDECC:0716	Skill: In keeping informed of developments and trends which will affect present and future store operations.																			
MN IL:0717 IDECC:0717	Skill: In keeping informed of state, federal and local laws concerning store operations and interpreting their implications for one's own business.					X			X											
MN IL:0718 IDECC:0718	Skill: In keeping guest accounts up to the minute, since the guest often leaves without prior notice.																			
MN IL:0719 IDECC:0719	Skill: In employing new and up-to-date housekeeping methods which result in a more effective operation and greater guest satisfaction.																			
MN IL:0720 IDECC:0720	Skill: Ability to keep a room-by-room record of what is needed in the way of replacements or repairs (linens, spreads, draperies, carpeting, etc.) and discuss such needs with management.																			

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MN	IL:0721 IDECC:0721	Skill: In conducting periodic store employee meetings to promote the highest possible group effort and spirit.																			
MN	IL:0722 IDECC:0722	Skill: Ability to anticipate changes in customer shopping habits, changes in local market conditions, etc., that will require changes in buying, operations, personnel scheduling, etc.																			
OP	IL:0723 IDECC:0723	Skill: In planning and organizing work.			X	X				X		X	X		X	X		X		X	
OP	IL:0724 IDECC:0724	Skill: Ability to determine when newly-received produce is of unsatisfactory quality and should be returned to the supplier or warehouse.					X			X											X
OP	IL:0725 IDECC:0725	Skill: Ability to keep informed of new developments and improvements in equipment and supplies and to adapt those that will increase profitability to the business.																			
OP	IL:0726 IDECC:0726	Skill: In using scales and skids in processing meats, produce, etc.								X											
OP	IL:0727 IDECC:0727	Skill: Ability to distinguish proper quality and freshness when checking in shipments of produce, fruit, meats, etc.					X			X											

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OP	IL:0728 IDECC:0728	Skill: In avoiding mechanical breakdowns by setting up a sound maintenance program and adhering to it.																			
MN	IL:0729 IDECC:0729	Skill: Ability to use tact in identifying mistakes employees have made and to help employees constructively correct their mistakes.	X				X			X					X	X				X	
OP	IL:0730 IDECC:0730	Skill: Ability to establish and maintain a restaurant operation which offers foods and services appealing to a large enough number of people so as to guarantee volume and profits.																			
MN	IL:0731 IDECC:0731	Skill: Ability to think ahead and plan for emergencies that might arise.				X	X			X										X	
OP	IL:0732 IDECC:0732	Skill: In remembering safety precautions that can eliminate accidents while handling equipment.				X				X		X									
OP	IL:0733 IDECC:0733	Skill: In placing dishes on trays so that the tray is balanced, easy to carry and less likely to break or damage dishes.																			
MN	IL:0734 IDECC:0734	Skill: Ability to determine when additional employees are needed in order to accomplish desired business objectives.	X							X											

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OP IL:0735 IDECC:0735	Attitude: An awareness of the advantages of credit to the store - produces sales that might never have been made, increases the number of sales per customer and attracts a better type of customer to the store.																			
OP IL:0736 IDECC:0736	Attitude: An awareness of the advantages of credit to the customer - smooths out fluctuations of purchasing power, serves as shopping convenience, etc.																			
OP IL:0737 IDECC:0737	Attitude: That store management must continuously study and evaluate its credit policies and procedures, making changes or adjustments as needed.																			
OP IL:0738 IDECC:0738	Attitude: That proper records of collections must be maintained.																		X	
OP IL:0739 IDECC:0739	Attitude: That salespeople must be supplied with credit information, especially changes in credit policies.								X	X										
MN IL:0740 IDECC:0740	Attitude: A belief that each employee should be made to feel their efforts really are appreciated.	X	X	X	X				X		X			X			X		X	

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MN IL:0741 IDECC:0741	Attitude: A belief that careful and thoughtful consideration should be given to the probable effect each rule, notice and practice will have on the feelings of all concerned.			X		X			X											
MN IL:0742 IDECC:0742	Attitude: A belief that employees should have a part in decisions which affect their working conditions.	X				X			X								X			
MN IL:0743 IDECC:0743	Attitude: A belief that there should be a constant and intelligent effort on the part of management to be absolutely fair in every policy and practice.	X				X			X	X				X					X	
MN IL:0744 IDECC:0744	Attitude: That conditions should be such that working provides both a satisfying social experience and a means of earning a livelihood.	X		X	X				X		X			X						
MN IL:0745 IDECC:0745	Attitude: Belief that efficient individual workers and an organization that functions smoothly usually are outcomes of effective employee training.	X		X		X			X	X										

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MN	IL:0746 IDECC:0746	Attitude: That salespeople must be informed continuously of new merchandise, new styles and merchandising trends through individual or group training.					X			X	X	X						X			
MN	IL:0747 IDECC:0747	Attitude: That salaries, commissions, and quotas have a direct influence on customer treatment and interpersonal relations of department personnel.																			
MN	IL:0748 IDECC:0748	Attitude: That it is management's responsibility to provide job knowledge and incentive through training.		X			X			X	X										
MN	IL:0749 IDECC:0749	Attitude: That management, supervisors and employees require a framework of policies and procedures within which to operate.		X			X			X	X	X			X					X	
OP	IL:0750 IDECC:0750	Attitude: That a well-kept store is a primary means of attracting and holding business.			X		X			X	X	X			X			X			
OP	IL:0751 IDECC:0751	Attitude: Belief that employees must be trained in safety measures and accident prevention.			X	X				X										X	

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OP	IL:0752 IDECC:0752	Attitude: A realization that expenses are an influential factor in merchandising profitability.			X		X			X		X								X	
MN	IL:0753 IDECC:0753	Attitude: An awareness that customer facilities help meet competition, encourage one-stop shopping and attract customers to the store.					X			X		X									
MN	IL:0754 IDECC:0754	Attitude: An awareness that special customer services and accomodations build customer goodwill and help increase sales.			X	X	X			X	X	X			X						
MN	IL:0755 IDECC:0755	Attitude: An awareness of the part delivery service plays in promoting good public relations for the store.																			
MN	IL:0756 IDECC:0756	Attitude: An awareness that to improve delivery service, transactions should be recorded accurately and legibly and delivery dates promised carefully.			X					X	X	X								X	X
MN	IL:0757 IDECC:0757	Attitude: An appreciation of the importance of location to the success of a store.																			

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MN	IL:0758 IDECC:0758	Attitude: An awareness that a personnel organization enables the policies of the firm to be carried out and enables each person employed to make a contribution to the successful operation of the firm.										X			X						
MN	IL:0759 IDECC:0759	Attitude: That lines of authority should be followed, so that a department head or supervisor's position may not be weakened by management dealing directly with employees on matters that are logically in the supervisor's domain.	X		X		X			X										X	X
OP	IL:0760 IDECC:0760	Attitude: An awareness that to prevent shortages, merchandise being returned to vendors must be correctly recorded in inventory control records.					X			X											X
OP	IL:0761 IDECC:0761	Attitude: That complete records should be kept of all incoming merchandise for store protection.				X				X		X								X	
MN	IL:0762 IDECC:0762	Attitude: A belief that a plan of recruitment is necessary to fill the job openings within a retail store.																			

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MN IL:0763 IDECC:0763	Attitude: That employee morale can be maintained and payroll costs minimized by carefully scheduling and budgeting employee working hours.																			
MN IL:0764 IDECC:0764	Attitude: That attention must be paid to state and local laws regulating the employment of minors and women, wages, hours and health examinations.	X																		
MN IL:0765 IDECC:0765	Attitude: That management must continuously be aware of promotional and transfer possibilities among store personnel in filling job vacancies.					X			X											
MN IL:0766 IDECC:0766	Attitude: That since the future of the business is dependent upon the quality of future managers, a definite program for recruitment and development of future managerial personnel should be a part of every business.	X																		
MN IL:0767 IDECC:0767	Attitude: That future business success and growth often depend on the effective recruitment of potential management at high schools, colleges and universities.																			

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MN	IL:0768 IDECC:0768	Attitude: That a good supervisor must also be an effective teacher or trainer.				X				X										X	
MN	IL:0769 IDECC:0769	Attitude: That in gauging the efficiency of the staff, it is best to establish standards of performance for various job duties.					X			X											
MN	IL:0770 IDECC:0770	Attitude: That a hotel or motel budget is most beneficial when used to evaluate and compare operating results with the budget's plans and anticipations.																			
MN	IL:0771 IDECC:0771	Attitude: That the hotel or motel must constantly guard against pilferage and thefts so as to protect its property and profits.																			
MN	IL:0772 IDECC:0772	Attitude: That it is the business and moral responsibility of the hotel or motel to assure the safety both of guests and their belongings.																			
OP	IL:0773 IDECC:0773	Attitude: That providing restaurant or dining facilities (either within the facility or on the premises) tends to increase the business's popularity with travelers.																			

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MN IL:0774 IDECC:0774	Attitude: That the room clerks with the most pleasing personality and strongest sales talent should be scheduled for work during the peak selling period (4 p.m. to midnight).																			
OP IL:0775 IDECC:0775	Attitude: That since cashing checks is a risky business every precaution should be taken when cashing them.				X	X			X	X										
MN IL:0776 IDECC:0776	Attitude: That brands -- national and private -- must be constantly analyzed for profit production.																			
OP IL:0777 IDECC:0777	Attitude: That empty cases and cartons should be quickly cleared from aisles to prevent customer and employee accidents.				X				X		X									
MN IL:0778 IDECC:0778	Attitude: That wage schedules and job classifications should be followed closely for best personnel management and for adherence to union contracts.					X			X											
MN IL:0779 IDECC:0779	Attitude: That customer relations can be maintained at a high level by scheduling personnel for adequate check-out coverage.																			

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MN IL:0780 IDECC:0780	Attitude: That although price ay be a significant reason for starting to trade at a store, quality, variety, and human relations encourage customers to continue trading there.					X			X	X	X									
MN IL:0781 IDECC:0781	Attitude: That an understanding of products' profit contributions helps in determining which items to feature and in allocating prime space and locations.																			
MN IL:0782 IDECC:0782	Attitude: That careful scheduling and organization of workloads help maintain high employee morale and help keep work on schedule.								X					X					X	
MN IL:0783 IDECC:0783	Attitude: That management must constantly be aware of and willing to take remedial action in such problem areas as inventory shrinkage, high personnel turnover, high variable expenses and low margin.					X			X											
OP IL:0784 IDECC:0784	Attitude: That damaged or spoiled merchandise must be kept at a minimum to protect the store's profit picture.					X			X											X

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MN	IL:0785 IDECC:0785	Attitude: That when adding customer services, each must be analyzed in terms of contributions to profit.																			
MN	IL:0786 IDECC:0786	Attitude: That for employees to strive for the highest possible profits they must be made aware of sales, profits, and margins.																			
MN	IL:0787 IDECC:0787	Attitude: That established methods should be questioned constantly and new ideas incorporated to improve service to the customer.	X							X	X				X	X		X			
OP	IL:0788 IDECC:0788	Attitude: That employees must be made alert to property protection and store security by supplying them information concerning fire and general safety regulations and procedures.			X	X				X										X	
OP	IL:0789 IDECC:0789	Attitude: That in order to be best prepared for future management responsibilities trainees must be willing to work and train in various capacities within a store organization.			X		X			X	X	X			X			X		X	
MN	IL:0790 IDECC:0790	Attitude: That time spent training assistant managers (potential store managers) is worthwhile to the future of the business.					X			X										X	

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MN	IL:0791 IDECC:0791	Attitude: That an awareness of consumer buying motivations is especially helpful in planning space allocations, display units and sales promotion.					X			X		X									
MN	IL:0792 IDECC:0792	Attitude: That the interests of the business can be promoted effectively by active participation in merchants' associations and local community project activities.	X																		
OP	IL:0793 IDECC:0793	Attitude: That a high level of sanitation is necessary to maintain customer patronage.					X			X	X										
OP	IL:0794 IDECC:0794	Attitude: That in handling restaurant equipment, it is best to remember that wear, tear and breakage increase operating expenses.																			
MN	IL:0795 IDECC:0795	Attitude: That it is necessary to take certain business risks in order to incorporate improved operations and increase business.	X																		
OP	IL:0796 IDECC:0796	Attitude: That management must control such items as labor, supplies, utilities, laundry, uniforms and equipment in addition to food-costs.																			

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OP IL:0797 IDECC:0797	Attitude: That patron analysis - a combined study of people, food and creative merchandising - is necessary in order to maintain a high business volume.																			
OP IL:0798 IDECC:0798	Attitude: That the health and safety of every customer and restaurant employee depend on adherence to sanitation policies and procedures.																		X	
OP IL:0799 IDECC:0799	Attitude: That customer relations can be maintained at a high level by scheduling personnel for adequate table and/or counter coverage.																			
OP IL:0800 IDECC:0800	Attitude: That in order to establish future production schedules for menu items, reliable records of daily sales must be maintained.																			
MN IL:0801 IDECC:0801	Attitude: That training courses offered by suppliers for service station personnel are an excellent way to train and up-date the knowledge and abilities of employees.																			
MN IL:0802 IDECC:0802	Attitude: That a large group of repeat customers helps the dealer to estimate future sales volume which is helpful when planning a budget and scheduling work.																			

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MN	IL:0803 IDECC:0803	Attitude: That the schedule of service station business hours should be arranged to meet the needs of the customers being served and adjusted when their buying habits change.																			
MN	IL:0804 IDECC:0804	Attitude: That the service station location and the customers being served will help determine the mechanical services that should be offered by the business.																			
SE	IL:0805 IDECC:0805	Knowledge of or Understanding that: The ways to show or display merchandise to create interest and desire in customers.			X		X			X	X										
SE	IL:0806 IDECC:0806	Knowledge of or Understanding that: Ways to demonstrate merchandise to create interest and desire in customers.			X		X			X	X	X									
SE	IL:0807 IDECC:0807	Knowledge of or Understanding that: How to get merchandise into the customer's hands to create desire and attachment to the item.								X	X	X	X								
SE	IL:0808 IDECC:0808	Knowledge of or Understanding that: How to provide information about merchandise which will create desire or interest in customers.			X		X			X	X										

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SE IL:0809 IDECC:0809	Knowledge of or Understanding that: How to suggest related items, accessory items or larger quantities to customers in order to increase the amount of the sale.			X		X			X	X	X						X			
SE IL:0810 IDECC:0810	Knowledge of or Understanding that: How to handle individual differences in customers.		X	X	X	X			X	X	X			X						
SE IL:0811 IDECC:0811	Knowledge of or Understanding that: The ways to help a customer make a buying decision.			X		X			X		X			X						
SE IL:0812 IDECC:0812	Knowledge of or Understanding that: The customer approaches such as greeting, merchandise and service which may be used when opening a sale.	X	X	X							X	X		X						
SE IL:0813 IDECC:0813	Knowledge of or Understanding that: The procedures involved in conducting a cash sale transaction.		X	X		X			X	X	X	X		X						
SE IL:0814 IDECC:0814	Knowledge of or Understanding that: The procedures for conducting a charge sale transaction.		X	X					X	X	X	X		X						

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SE IL:0815 IDECC:0815	Knowledge of or Understanding that: How to properly handle credit cards during a charge sale transaction.		X	X					X	X	X	X		X						
SE IL:0816 IDECC:0816	Knowledge of or Understanding that: How to operate a cash register correctly.					X			X	X										
SE IL:0817 IDECC:0817	Knowledge of or Understanding that: The store's procedures for handling merchandise being returned by the customer for exchange, cash refund or charge credit.					X			X	X	X									
SE IL:0818 IDECC:0818	Knowledge of or Understanding that: How to make change and count it back to the customer.			X	X	X			X	X										
SE IL:0819 IDECC:0819	Knowledge of or Understanding that: The procedures to use when writing out saleschecks.		X	X					X	X	X			X						
SE IL:0820 IDECC:0820	Knowledge of or Understanding that: The ways to determine how and when to close a sale.			X					X	X	X			X	X					
SE IL:0821 IDECC:0821	Knowledge of or Understanding that: The importance of credit as a selling tool.			X					X	X	X									
SE IL:0822 IDECC:0822	Knowledge of or Understanding that: How to translate product knowledge into customer benefits.		X	X					X	X	X	X								

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SE IL:0823 IDECC:0823	Knowledge of or Understanding that: The ways to handle customer complaints according to store policy.		X	X	X	X			X	X	X	X		X			X		X	
SE IL:0824 IDECC:0824	Knowledge of or Understanding that: The store's credit policies, terms and credit plans.		X		X												X		X	
SE IL:0825 IDECC:0825	Knowledge of or Understanding that: How to handle sales where merchandise alterations are needed.																			
SE IL:0826 IDECC:0826	Knowledge of or Understanding that: Department and merchandise locations within the store.			X		X			X	X	X								X	
SE IL:0827 IDECC:0827	Knowledge of or Understanding that: The selling features of products and/or services.			X		X			X	X	X	X		X			X			
SE IL:0828 IDECC:0828	Knowledge of or Understanding that: Customer loyalty can be built with timely merchandise and friendly service.		X	X		X			X	X	X		X				X		X	
SE IL:0829 IDECC:0829	Knowledge of or Understanding that: Stock shortages and overages are created by entering an incorrect amount of a sale on the cash register or entering the sale using the wrong key.			X		X			X	X										

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SE IL:0830 IDECC:0830	Knowledge of or Understanding that: How to analyze customer needs.		X									X								
SE IL:0831 IDECC:0831	Knowledge of or Understanding that: How to handle C. O. D. sales, lay-away sales and installment credit sales.								X	X	X									
SE IL:0832 IDECC:0832	Knowledge of or Understanding that: How to process checks received in payment for merchandise purchased.								X	X										
SE IL:0833 IDECC:0833	Knowledge of or Understanding that: The store's delivery schedule.					X			X		X									
SE IL:0834 IDECC:0834	Knowledge of or Understanding that: The store's policies concerning will-call or lay-away department.					X			X	X										
SE IL:0835 IDECC:0835	Knowledge of or Understanding that: How to fill mail or telephone orders for merchandise.		X																X	
SE IL:0836 IDECC:0836	Knowledge of or Understanding that: How to use a lubrication and oil change file system for reminding customers when this car service should be performed.			X																

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SE IL:0837 IDECC:0837	Knowledge of or Understanding that: How to prepare or organize stock for accurate and fast accounting during an inventory.								X	X										X
SE IL:0838 IDECC:0838	Knowledge of or Understanding that: How to arrange stock in a selling department by color, style, price, etc.								X	X	X									
SE IL:0839 IDECC:0839	Knowledge of or Understanding that: How to best utilize selling space with volume or best sellers.					X			X											
SE IL:0840 IDECC:0840	Knowledge of or Understanding that: The housekeeping duties which must be performed in connection with proper stock care.								X	X										X
SE IL:0841 IDECC:0841	Knowledge of or Understanding that: How to make minor repairs of merchandise to return it to sellable condition.					X			X											
SE IL:0842 IDECC:0842	Knowledge of or Understanding that: A combination of seeing, hearing, and participation on the part of the customer helps strengthen a sales presentation.	X							X	X										

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SE IL:0843 IDECC:0843	Knowledge of or Understanding that: Effectively handling merchandise builds respect for the goods in the customer's mind and helps to emphasize values.			X		X			X	X										
SE IL:0844 IDECC:0844	Knowledge of or Understanding that: The effects of underselling are often as harmful as overselling.			X																
SE IL:0845 IDECC:0845	Knowledge of or Understanding that: How to reserve rooms and facilities in advance, making the best and most profitable use of available, rentable space.																			
SE IL:0846 IDECC:0846	Knowledge of or Understanding that: How to make the operation of the front desk hospitable, systematic and orderly so that a professional atmosphere is presented.																			
SE IL:0847 IDECC:0847	Knowledge of or Understanding that: How to arrange for and supervise the serving of large number of guests at dinner parties or banquets.																			

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SE IL:0848 IDECC:0848	Knowledge of or Understanding that: How to take advantage of the activity around the swimming pool for obtaining additional income (rental of cabanas, extension of food service to snackbars at poolside, etc.).																			
SE IL:0849 IDECC:0849	Knowledge of or Understanding that: How to conduct a personal sales program - meeting with local businesspeople, professional people and those engaged in government and social work - in an effort to sell the use of the hotel or motel's facilities for conventions, exhibits, meetings and banquets.																			
SE IL:0850 IDECC:0850	Knowledge of or Understanding that: How to assist customers in selecting and weighing the quantity of produce they desire, bagging, and price-marking it.					X			X											
SE IL:0851 IDECC:0851	Knowledge of or Understanding that: How to redeem merchandise coupons and reimburse customers for the correct amounts, according to the store's policy and procedures.					X			X	X										

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SE IL:0852 IDECC:0852	Knowledge of or Understanding that: How to pre-package produce items in various size units for easy selection by customers.					X			X											
SE IL:0853 IDECC:0853	Knowledge of or Understanding that: How to provide smooth service by taking guests' orders systematically, using abbreviations for food selections so as to avoid serving guests the wrong orders.																			
SE IL:0854 IDECC:0854	Knowledge of or Understanding that: How to use suggestion selling in situations where customers are unfamiliar with the service, have difficulty in interpreting the menu or have a limited budget.								X	X										
SE IL:0855 IDECC:0855	Knowledge of or Understanding that: Feature dishes on which the profit is higher than others.																			
SE IL:0856 IDECC:0856	Knowledge of or Understanding that: The procedures for reporting to the food preparation staff any food item that is not of suitable quality.																			

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SE IL:0857 IDECC:0857	Knowledge of or Understanding that: How to properly wash and sterilize drinking, eating and cooking utensils in compliance with sanitary regulations.																			
SE IL:0858 IDECC:0858	Knowledge of or Understanding that: Ability to keep silverware, glassware and china clean and shining in quantities necessary for serving.																			
SE IL:0859 IDECC:0859	Knowledge of or Understanding that: The kitchen methods and procedures required in the preparation of food.																			
SE IL:0860 IDECC:0860	Knowledge of or Understanding that: How to systematically and efficiently serve customers at curb-service restaurant facilities.																			
SE IL:0861 IDECC:0861	Knowledge of or Understanding that: How to detect and point out to customers automobile parts that need replacement.			X																
SE IL:0862 IDECC:0862	Skill: In remembering customers' names when serving them.		X		X									X			X		X	

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SE IL:0863 IDECC:0863	Skill: In distinguishing a customer's personal characteristics while talking to them.																			
SE IL:0864 IDECC:0864	Skill: In meeting sales quotas.		X																	
SE IL:0865 IDECC:0865	Skill: In remembering personal information about individual customers.	X												X						
SE IL:0866 IDECC:0866	Skill: In determining when to to approach a customer to open a sale.			X					X	X										
SE IL:0867 IDECC:0867	Skill: In showing a genuine interest in the customer's problem.	X	X	X		X			X	X	X								X	
SE IL:0868 IDECC:0868	Skill: In determining where the customer is in their thinking and proceeding to assist them through the remaining decisions in the buying process.			X					X	X							X			
SE IL:0869 IDECC:0869	Skill: In opening a sales conversation with a suitable statement or remark.		X						X	X	X			X	X		X			
SE IL:0870 IDECC:0870	Skill: In determining customers' wants and desires during a sale.	X							X	X				X			X			

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SE IL:0871 IDECC:0871	Skill: In suggesting to customers items of merchandise or services that can be substituted for unavailable items.		X			X			X	X	X									
SE IL:0872 IDECC:0872	Skill: In listening for signals indicating the price a customer wants to pay during a sale.	X	X	X					X	X	X									
SE IL:0873 IDECC:0873	Skill: In relating merchandise benefits to a customer's needs.				X				X	X	X						X			
SE IL:0874 IDECC:0874	Skill: In sensing a customer's objections and handling them as effectively as possible.		X	X	X	X			X	X	X	X		X	X		X			
SE IL:0875 IDECC:0875	Skill: In suggesting larger quantities, related goods and additional goods in an effort to increase the average sale.		X		X				X	X	X	X								
SE IL:0876 IDECC:0876	Skill: In closing a sale with a statement appropriate to the occasion or the season.			X	X	X			X	X										
SE IL:0877 IDECC:0877	Skill: Ability to effectively suggest advertised merchandise from one's own department or other departments in the store that might satisfy the needs of the customer.				X	X			X	X	X									

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SE IL:0878 IDECC:0878	Skill: In locating stock on the selling floor, in an understock or a reserve stock.			X	X				X											
SE IL:0879 IDECC:0879	Skill: Ability to determine how to handle individual situations in which merchandise is being returned for exchange, cash refund or charge credit.		X			X			X	X	X	X								
SE IL:0880 IDECC:0880	Skill: Ability to treat customers with courtesy even though they don't buy in hope that they will return to buy at some future date.	X	X	X	X	X			X	X	X			X						
SE IL:0881 IDECC:0881	Skill: In determining the best location and arrangement of stock on the selling floor, in an understock or a reserve stock.		X			X			X	X		X								
SE IL:0882 IDECC:0882	Skill: In coordinating merchandise with related items in an attempt to increase the amount of the sale.					X			X											
SE IL:0883 IDECC:0883	Skill: Ability to determine the buying motives of customers and then appeal to them.			X																
SE IL:0884 IDECC:0884	Skill: Ability to question, observe and listen in order to complete a successful sale.	X				X			X	X	X			X						

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SE IL:0885 IDECC:0885	Skill: Ability to provide customers "facts and benefits" with discretion, analyzing and judging their reactions.	X				X			X	X										
SE IL:0886 IDECC:0886	Skill: Ability to engage appropriate timing in every phase of the sales presentation.			X																
SE IL:0887 IDECC:0887	Skill: In packing or wrapping a customer's purchase whether it is a take-with purchase or one to be delivered.		X			X			X											
SE IL:0888 IDECC:0888	Skill: Ability to efficiently handle a cash register.								X	X										
SE IL:0889 IDECC:0889	Skill: Ability to efficiently handle charge sale transactions.			X					X	X	X			X						
SE IL:0890 IDECC:0890	Skill: Ability to efficiently handle a cash sale transaction.			X		X			X	X	X			X						
SE IL:0891 IDECC:0891	Skill: In helping a customer make a buying decision.			X		X			X	X	X			X						
SE IL:0892 IDECC:0892	Skill: Ability to get merchandise into the customer's hands to create desire and attachment to the item.			X																

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SE IL:0893 IDECC:0893	Skill: In demonstrating merchandise in the ways it may be used by the customer.								X	X	X	X								
SE IL:0894 IDECC:0894	Skill: In showing or displaying merchandise in a way that creates interest and desire in customers.		X			X			X	X										
SE IL:0895 IDECC:0895	Skill: In determining when and how to close a sale.		X	X					X	X	X	X		X			X			
SE IL:0896 IDECC:0896	Skill: Ability to determine the correct change and count it back to a customer during a cash sale according to company procedure.			X		X			X	X										
SE IL:0897 IDECC:0897	Skill: Ability to handle difficult customers tactfully.	X		X	X	X			X	X					X		X		X	
SE IL:0898 IDECC:0898	Skill: In properly writing saleschecks.			X							X			X						
SE IL:0899 IDECC:0899	Skill: Ability to serve customers in the manner or style that management desires.	X		X	X	X			X	X	X								X	
SE IL:0900 IDECC:0900	Skill: In returning guest rooms to rentable order as soon as possible after they have been vacated.																			
SE IL:0901 IDECC:0901	Skill: In quickly and efficiently moving guests' luggage into the hotel or motel lobby and then on to their rooms.																			

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SE IL:0902 IDECC:0902	Skill: Ability to quickly spot low-stock items and on a priority basis refill immediately if there is a reserve stock.			X	X				X											
SE IL:0903 IDECC:0903	Skill: In preparing produce for display by washing, trimming and separating bulk quantities into smaller, more salable units.																			
SE IL:0904 IDECC:0904	Skill: Ability to determine quickly when price changes are necessary to meet competition.								X	X										
SE IL:0905 IDECC:0905	Skill: Ability to rework and trim unsold produce for maximum sales appeal.					X			X											
SE IL:0906 IDECC:0906	Skill: In prepackaging produce items into various sizes and weights after considering traffic flow, time of week or day and customer buying habits.																			
SE IL:0907 IDECC:0907	Skill: Ability to distinguish quickly and accurately the department from which merchandise comes and enter the item on the correct cash register department key.					X			X	X										

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SE IL:0908 IDECC:0908	Skill: Ability to rotate coded items to the front so that older merchandise is sold first.		X			X			X											
SE IL:0909 IDECC:0909	Skill: In tactfully explaining the reason for the shortage or stock out of a selected food item and suggesting something that might be equally appealing to the customer.					X			X											
SE IL:0910 IDECC:0910	Skill: Ability to prepare short-orders for beverages and food items.																			
SE IL:0911 IDECC:0911	Skill: In quickly stripping tables, removing soiled linens and resetting for the next meal.																			
SE IL:0912 IDECC:0912	Skill: Ability to inform busboys/busgirls far enough ahead when supplies and special services are needed.																			
SE IL:0913 IDECC:0913	Skill: Ability to suggest food items that customers might have overlooked such as butter, cream and crackers as they pass along the cafeteria line.																			

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SE IL:0914 IDECC:0914	Skill: In suggesting an appetizer or another course that a guest may enjoy while waiting for a cooked-to-order meal that will take time for preparation.																			
SE IL:0915 IDECC:0915	Skill: In remembering what tables and seating arrangements are available when greeting arriving guests so as not to force them to wait while tables are being located.																			
SE IL:0916 IDECC:0916	Skill: Ability to perform such car-servicing tasks as lubricating, changing tires, replacing mufflers and charging batteries.																			
SE IL:0917 IDECC:0917	Skill: In operating service or tow trucks to service stalled automobiles.																			
SE IL:0918 IDECC:0918	Attitude: A feeling that each customer is an "individual."			X	X	X			X	X				X					X	
SE IL:0919 IDECC:0919	Attitude: A feeling that the customer needs the service or product being offered.	X		X		X			X	X				X						
SE IL:0920 IDECC:0920	Attitude: A feeling of sincere interest in customers and their problems.	X		X	X	X			X	X	X			X					X	

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SE IL:0921 IDECC:0921	Attitude: A belief that the job of selling contributes to the well-being of customers.			X		X			X	X	X			X						
SE IL:0922 IDECC:0922	Attitude: A strong interest in the merchandise or service being sold.			X	X	X			X	X	X			X					X	
SE IL:0923 IDECC:0923	Attitude: A conviction that selling is important to the store and to the economy.	X		X		X			X		X									X
SE IL:0924 IDECC:0924	Attitude: A feeling that value is added to merchandise that is handled with care and respect.				X	X			X		X									X
SE IL:0925 IDECC:0925	Attitude: A feeling that genuine enthusiasm for merchandise during a sale will help create desire or interest in the customer.			X		X			X	X	X									
SE IL:0926 IDECC:0926	Attitude: That customers' objections must be handled and overcome with respect.	X		X	X	X			X	X	X			X						
SE IL:0927 IDECC:0927	Attitude: That a customer's complaint is an excellent opportunity to build goodwill.	X		X	X	X			X	X	X			X	X					
SE IL:0928 IDECC:0928	Attitude: That good display of merchandise is a prime factor in developing a customer's interest.					X			X	X										

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SE IL:0929 IDECC:0929	Attitude: That suggestion selling is a service to the customer and also increases personal satisfaction for money spent.			X		X			X	X										
SE IL:0930 IDECC:0930	Attitude: That the act of selling is helping the customer obtain maximum personal satisfaction for money spent.					X			X	X	X									
SE IL:0931 IDECC:0931	Attitude: That basic product information is necessary to demonstrate good selling practices.			X		X			X	X	X									
SE IL:0932 IDECC:0932	Attitude: That sufficient understanding of a firm's policies is necessary to truly represent the viewpoint of management to customers.			X	X	X			X	X									X	
SE IL:0933 IDECC:0933	Attitude: A realization of the importance of the salesperson's position in the public relations function.								X	X	X			X						
SE IL:0934 IDECC:0934	Attitude: That the amount of time needed to help one customer make a decision in purchasing an identical article may be double or triple that of another.	X		X					X	X	X									

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SE IL:0935 IDECC:0935	Attitude: That today's customers keep up-to-date on recent developments, are often presold when they arrive in the store, are alert to new ideas, want facts about the merchandise and expect wide assortments.					X			X		X									
SE IL:0936 IDECC:0936	Attitude: That today's customers choose the store where shopping conditions are most pleasant.				X	X			X	X	X			X						
SE IL:0937 IDECC:0937	Attitude: That the customer - by the very act of complaining - is giving the store an opportunity to correct a possible fault in its operation.			X	X	X			X	X	X			X						
SE IL:0938 IDECC:0938	Attitude: A feeling of pride in being a salesperson.			X	X	X			X	X	X									
SE IL:0939 IDECC:0939	Attitude: A belief that to avoid confusing the customer a reasonable number of an item or items should be shown at one time.					X			X											
SE IL:0940 IDECC:0940	Attitude: That stocks which are kept fresh and tidy are a true asset during a sale.				X	X			X	X	X									

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SE IL:0941 IDECC:0941	Attitude: A belief that one must know the merchandise being featured in interior and window displays in order to do an adequate selling job.					X			X											
SE IL:0942 IDECC:0942	Attitude: That customers should be approached promptly and not be kept waiting.			X					X	X	X			X						
SE IL:0943 IDECC:0943	Attitude: A belief that one should live up to promises made to customers.	X		X	X	X			X	X										
SE IL:0944 IDECC:0944	Attitude: A belief that one should take advantage of sales training opportunities.			X		X			X	X				X						
SE IL:0945 IDECC:0945	Attitude: An awareness that each salesperson should attempt to meet their sales quota in order to meet established job performance.	X		X					X	X										
SE IL:0946 IDECC:0946	Attitude: That in selling, one is appealing to such fundamental human wants as security, love and power.	X																		
SE IL:0947 IDECC:0947	Attitude: That the buyer or department manager must be promptly informed of items not in stock for which customers ask.			X		X			X		X									
SE IL:0948 IDECC:0948	Attitude: That merchandise must be handled carefully to reduce markdowns.			X		X			X		X									

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SE IL:0949 IDECC:0949	Attitude: An awareness that people usually do not buy merchandise itself; rather, they buy merchandise benefits.	X							X	X	X									
SE IL:0950 IDECC:0950	Attitude: An awareness that successful selling hinges on adequate product information, the customer's understanding and the salesperson's personality.			X	X				X	X										
SE IL:0951 IDECC:0951	Attitude: That in keeping supplies and equipment replenished on the pump islands, a higher degree of efficiency and customer goodwill can be maintained.																			
SE IL:0952 IDECC:0952	Attitude: That in order to determine the kinds and extent of services and facilities to be offered, the hotel must have an adequate knowledge of the type of guest being served.																			
SE IL:0953 IDECC:0953	Attitude: That selling does not stop when guests have registered--they should be encouraged to utilize the services of the house throughout their stay.																			

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SE IL:0954 IDECC:0954	Attitude: That hotel employees who have direct contact with guests must always be salesminded, offering suggestions regarding available services and facilities.																			
SE IL:0955 IDECC:0955	Attitude: That guests are apt to judge the entire hotel or motel staff by the treatment they receive at the front desk operation.																			
SE IL:0956 IDECC:0956	Attitude: That all hotel guests are "friends" of the manager - their patronage is sought.																			
SE IL:0957 IDECC:0957	Attitude: That one should give the best customer service with the customer always first in mind.			X	X				X		X			X					X	
SE IL:0958 IDECC:0958	Attitude: That shelf and special displays sell more merchandise when straightened and resupplied as merchandise is sold down.					X			X	X										
SE IL:0959 IDECC:0959	Attitude: That uninterested and slow service will not increase business at the lunch counter where quick service is desired.																			

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SE IL:0960 IDECC:0960	Attitude: That any necessary food items that are "out" or in short supply must be reported immediately.					X			X											
SE IL:0961 IDECC:0961	Attitude: That an understanding of the firm's policies concerning foods and services helps build customer confidence and restaurant personnel's self-confidence.																			
SE IL:0962 IDECC:0962	Attitude: That the goodwill of customers is based on their confidence in the quality of the food and their appreciation of the excellence of the service.																			
SE IL:0963 IDECC:0963	Attitude: That since it is the customer's privilege to know about the food they eat, the server should maintain an adequate knowledge of the food served and its preparation in order to answer questions.																			
SE IL:0964 IDECC:0964	Attitude: That clean, orderly counters are a method of stimulating sales.					X			X											
SE IL:0965 IDECC:0965	Attitude: That in order to maintain customer goodwill dishes sometimes must be reprepared, servings replaced or payment for the meal refunded.																			

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SE IL:0966 IDECC:0966	Attitude: That the business life of a restaurant operation depends upon building a clientele of satisfied customers.																			
SE IL:0967 IDECC:0967	Attitude: That even though counter service is usually patronized by a customer because of its quick service, customers must not be made to feel that they are being pushed or rushed for a menu decision.																			
SE IL:0968 IDECC:0968	Attitude: That the restaurant sale is more than an exchange of money for food--it is the selling of service and satisfaction as well as food.																			
SE IL:0969 IDECC:0969	Attitude: That in taking guests' orders it is customary to begin with the guest on the host/hostess' right (if the host/hostess does not order for the entire party) and move counterclockwise; when a couple is dining, it is customary to ask a lady's escort for her order unless he says otherwise.																			
SE IL:0970 IDECC:0970	Attitude: That low-stock items must be quickly spotted and refilled immediately from a reserve stock.		X			X			X											

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SE IL:0971 IDECC:0971	Attitude: That the best dish on earth is only as good as the manner in which it is served.																			
SE IL:0972 IDECC:0972	Attitude: That guests favor two qualities in restaurant employees--courtesy and understanding.																			
SE IL:0973 IDECC:0973	Attitude: That in order to serve customers quickly and efficiently serving tables or condiment stands must always be well supplied with such items as sugar, napkins, glasses, ice, cream, meat sauces and salad dressings.																			
SE IL:0974 IDECC:0974	Attitude: That certain housekeeping duties such as cleaning and dusting tables and chairs and vaccuming must be done in order to promote the restaurant as a clean, desirable place to eat.																			
SE IL:0975 IDECC:0975	Attitude: That usually as much of a waitress's (waiter's) time is spent on "side work" as on serving table guests or counter customers. (Example: preparing butter or lemons, refilling sugar bowls and creamers, dusting tables and chairs, inspecting linens before use, etc.)																			

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SE IL:0976 IDECC:0976	Attitude: That care must be taken to see that menus are neatly folded, clean and ready for use at the dining hours for which they are intended.																			
SE IL:0977 IDECC:0977	Attitude: That customer confidence is strengthened when served with gleaming china, glassware and polished silverware.																			
SE IL:0978 IDECC:0978	Attitude: That dining can be made much more enjoyable for the guest by quietly and quickly replenishing beverages and food accompaniments and filling any additional request.																			
SE IL:0979 IDECC:0979	Attitude: That a guest should not be kept waiting for their check; the check should be presented after the last course has been served or as soon as the guest has finished eating.																			
SE IL:0980 IDECC:0980	Attitude: That menu and price signs should be attractively placed, easily read and replaced when they become soiled.																			

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SE IL:0981 IDECC:0981	Attitude: That providing a pick-up service at customers' homes or businesses for servicing cars will increase business and stimulate customer goodwill.																			
SE IL:0982 IDECC:0982	Attitude: That each occasional customer can be converted into a regular, repeat buyer at the service station.																			
SE IL:0983 IDECC:0983	Attitude: That clean, sparkling restrooms well supplied with soap, towels, etc. do much to increase customer goodwill.																			
E/M IL:0984 IDECC:----	Knowledge of or Understanding that: The "value added by marketing" concept.	X																		
E/M IL:0985 IDECC:----	Knowledge of or Understanding that: Competition and its influence on prices, promotion, and distribution goals.	X																		
E/M IL:0986 IDECC:----	Knowledge of or Understanding that: Profit and the profit motive to sales volume, price determination, cost (fixed and variable), and breakeven points.	X																		

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E/M IL:0987 IDECC:----	Skill: In locating and using sources on economic indicators to forecast expected sales.	X																		
E/M IL:0988 IDECC:----	Knowledge of or Understanding that: The effects of recession and/or inflation on sales and promotion.	X																		
E/M IL:0989 IDECC:----	Skill: In determining strengths and weaknesses of competitors.	X																		
E/M IL:0990 IDECC:----	Knowledge of or Understanding that: One should be aware of local business activities.	X																		
E/M IL:0991 IDECC:----	Attitude: Appreciate the scope of sales promotion and its importance to the salesperson, customers, and business, as well as to the entire economy of the nation.	X																		
E/M IL:0992 IDECC:----	Knowledge of or Understanding that: The effects of the consumerism movement upon advertising.	X																		
E/M IL:1000 IDECC.1000	Knowledge of or Understanding that: How businesses arrive at profit.			X	X				X										X	

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E/M IL:1001 IDECC:1001	Attitude: A belief that personal advancement and prosperity can be determined by the contribution made on the success of the business employed in.			X		X			X										X	X
E/M IL:1002 IDECC:1002	Skill: The ability to name their employers competitors.					X			X	X										
E/M IL:1003 IDECC:1003	Skill: Skill in calculating inventory.					X			X											
E/M IL:1005 IDECC:1005	Skill: Calculation of profit or loss in a business.					X			X											
E/M IL:1006 IDECC:1006	Knowledge of or Understanding that: Labor unions have an effect on a business organization.					X			X											
E/M IL:1007 IDECC:1007	Knowledge of or Understanding that: Struggles exist among sellers for the customer's money.					X			X											
E/M IL:1008 IDECC:1008	Knowledge of or Understanding that: All activities in the business system are dictated by the needs and desires of the users of the goods and services.				X				X											

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E/M	IL:1009 IDECC:1009	Knowledge of or Understanding that: The possibilities of loss that businessess are exposed to.				X	X			X											X
E/M	IL:1010 IDECC:1010	Knowledge of or Understanding that: How to identify those occupations engaged in marketing of goods and services.					X			X											
E/M	IL:1012 IDECC:1012	Knowledge of or Understanding that: The goods and services offered to meet consumer needs and wants.				X				X	X										X
E/M	IL:1013 IDECC:1013	Knowledge of or Understanding that: Profit is the driving force behind the free-enterprise system which provides incentives, allocates resources, measures productivity, finances growth and gives society a control over business activities.								X											X
E/M	IL:1014 IDECC:1014	Knowledge of or Understanding that: All of the potential customers of a good or service.								X	X										
E/M	IL:1015 IDECC:1015	Skill: Ability to identify occupations engaged in marketing of goods and services.								X	X										

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E/M	IL:1016 IDECC:1016	Knowledge of or Understanding that: What services a financial institution is willing to offer.				X															
E/M	IL:1017 IDECC:1017	Skill: Ability to calculate interest in credit transactions.				X															
E/M	IL:1018 IDECC:1018	Knowledge of or Understanding that: The flow of service from the producer to the point of sale - channels of distribution.																		X	
E/M	IL:1019 IDECC:1019	Knowledge of or Understanding that: The businesses that take part in the movement of goods from the producer to the point of sale and the work they perform - channels of distribution.																		X	
E/M	IL:1020 IDECC:1020	Knowledge of or Understanding that: The organization of a business and the functions of management.	X												X						
E/M	IL:1021 IDECC:1021	Skill: Ability to demonstrate an understanding of the effects of laws, regulations, and government agencies on business organizations.	X												X	X		X			

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E/M	IL:1022 IDECC:1022	Skill: Ability to identify factors influencing supply and demand (i.e., population, employment, wage levels, vacancy levels, labor supply, governmenal control).															X				
E/M	IL:1023 IDECC:1023	Knowledge of or Understanding that: The intangibles of business, (i.e., human relations factors, economic factors, and innovations) influencing business.	X														X				
E/M	IL:1024 IDECC:1024	Knowledge of or Understanding that: How prices psychologically affect customers.															X				
E/M	IL:1025 IDECC:1025	Skill: Ability to determine seasonal business cycles and general patterns.															X				
E/M	IL:1026 IDECC:1026	Attitude: That it is necessary to keep informed of competitive conditions in the market area which the agency serves.															X				
E/M	IL:1027 IDECC:----	Attitude: Recognize that manufacturing or company representatives are a source of market information.																X			

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E/M IL:1028 IDECC:----	Attitude: An appreciation of the importance of the profit motive in the pricing of agricultural products and services.																X			
E/M IL:1029 IDECC:----	Knowledge of or Understanding that: Livestock and crop prices and price trends.																X			
E/M IL:1031 IDECC:----	Skill: The ability to identify factors influencing supply and demand.																X			
E/M IL:1035 IDECC:----	Knowledge of or Understanding that: The workings of a market economy.												X							
E/M IL:1036 IDECC:----	Knowledge of or Understanding that: The basic economic variables affecting price.												X							
E/M IL:1037 IDECC:----	Knowledge of or Understanding that: Elasticity of demand and derived demand.												X							
E/M IL:1038 IDECC:----	Knowledge of or Understanding that: The factors influencing market dynamics.												X							
E/M IL:1039 IDECC:----	Knowledge of or Understanding that: The laws affecting industrial marketing activity.												X							

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E/M IL:1040 IDECC:----	Skill: Identify, read, and understand relevant economic and financial resources.												X							
E/M IL:1041 IDECC:----	Skill: Identify and react to business trends.												X							
E/M IL:1042 IDECC:----	Skill: Evaluate, select, and apply the most appropriate economic indices to marketing planning.												X							
HR IL:1051 IDECC:----	Attitude: That one should demonstrate loyalty to the employing organization.											X								
HR IL:1052 IDECC:----	Knowledge of or Understanding that: When to confer with supervisors.											X								
HR IL:1053 IDECC:----	Skill: In serving customers courteously and representing the firm favorably.																			
OP IL:1055 IDECC:----	Skill: In arranging for timely scheduling of radio and television commercials.	X										X								
OP IL:1055 IDECC:----	Skill: In checking condition of merchandise received.											X								
OP IL:1080 IDECC:----	Skill: In inspecting merchandise before delivery to customer.											X								

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OP IL:1081 IDECC:----	Skill: In preparing rejected merchandise for return and exchange.											X								
OP IL:1082 IDECC:----	Skill: In unpacking and assembling merchandise.											X								
OP IL:1083 IDECC:----	Skill: In straightening drapery, carpet, and upholstery samples.											X								
OP IL:1084 IDECC:----	Skill: In keeping merchandise dusted and sales floor vacuumed.											X								
OP IL:1085 IDECC:----	Skill: In maintaining client accounts.	X																		
OP IL:1086 IDECC:----	Skill: In evaluating effectiveness of specific advertisements.	X																		
OP IL:1087 IDECC:----	Skill: In maintaining production schedules so that all advertising is delivered at the time requested.	X																		
OP IL:1088 IDECC:----	Skill: In supervising production of TV commercials.	X																		
OP IL:1089 IDECC:----	Skill: In supervising production of radio commercials.	X																		

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OP IL:1090 IDECC:----	Skill: In reading the proof and noting errors in printed ads.	X																		
OP IL:1091 IDECC:----	Skill: In securing approval of sketch by client.	X																		
OP IL:1092 IDECC:----	Skill: In suggesting changes in copy that will improve its appearance.	X																		
OP IL:1093 IDECC:----	Skill: In coordinating activities of copy and layout personnel.	X																		
OP IL:1094 IDECC:----	Skill: In providing creative department with information needed for strategy.	X																		
OP IL:1095 IDECC:----	Skill: In providing media group with information needed to develop plan.	X																		
OP IL:1096 IDECC:----	Skill: In establishing a "realistic" time schedule for an advertising campaign.	X																		
OP IL:1097 IDECC:----	Skill: In analyzing current marketing trends to plan timely ads.	X																		
OP IL:1098 IDECC:----	Skill: In gathering information about product, service, firm to be advertised, etc.	X																		

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OP IL:1099 IDECC:----	Skill: In organizing and evaluating market data for current project.	X																		
OP IL:1100 IDECC:----	Skill: In reviewing literature on marketing situation for product line.	X																		
OP IL:1101 IDECC:----	Knowledge of or Understanding that: The rules, regulations and store procedures concerning employee policies such as signing in and out, lunch hours, dress regulations, procedures in case of tardiness and/or absence, personal shopping procedures, and personal use of the telephone.					X			X		X									
OP IL:1102 IDECC:----	Knowledge of or Understanding that: Proper conduct of the employee concerning procedures addressing: regulations, pay, lost and found usage, handling and/or reporting in-store accidents, breaks/restroom usage, shoplifting.								X		X									
OP IL:1103 IDECC:----	Knowledge of or Understanding that: The laws that govern the use of food stamps and items that cannot be bought through the use of food stamps.					X			X											

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OP IL:1104 IDECC:----	Knowledge of or Understanding that: The state and federal laws pertaining to selling wine or beer.								X											
OP IL:1105 IDECC:----	Knowledge of or Understanding that: How to handle all types of coupons at the checkstand such as corporate and newspaper coupons, vendor coupons, etc.					X			X											
OP IL:1106 IDECC:----	Knowledge of or Understanding that: Advantages and disadvantages of types of carrier services (motor, rail, air, U.P.S., etc.)																		X	
OP IL:1107 IDECC:----	Knowledge of or Understanding that: Although management plans expense control budgets, the actual control must be carried out by the cooperative effort of all company employees.																		X	
OP IL:1108 IDECC:----	Attitude: That it is important to check the cart to insure that all items have been removed and bagged properly.					X			X											
OP IL:1109 IDECC:----	Knowledge of or Understanding that: Carrier and union regulations when loading freight.																		X	

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OP IL:1110 IDECC:----	Knowledge of or Understanding that: Sound loading techniques based on nature of the goods, packaging, mode of transportation, balancing and bracing, load limits, etc.																		X	
OP IL:1111 IDECC:----	Knowledge of or Understanding that: The uses of pallets, skids, ramps, and other supportive equipment in the loading process.																		X	
OP IL:1112 IDECC:----	Knowledge of or Understanding that: Checking procedures when receiving shipments - actual count, spot check, quality control, etc.			X															X	
OP IL:1113 IDECC:----	Knowledge of or Understanding that: How different merchandise cartons should be opened or cut to avoid damage to the product.					X			X		X									
OP IL:1114 IDECC:----	Knowledge of or Understanding that: Maintaining public relations and goodwill of present clients through activities such as servicing accounts, communicating with clients, etc.																		X	

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OP IL:1115 IDECC:----	Knowledge of or Understanding that: Procedures and time limits for filing claims of damage or over-charge.																		X	
OP IL:1116 IDECC:----	Knowledge of or Understanding that: The store's chain of command (authority).					X			X		X	X								
OP IL:1117 IDECC:----	Knowledge of or Understanding that: Procedures in tracing shipments with various carriers.																		X	
OP IL:1118 IDECC:----	Knowledge of or Understanding that: How to work with various types of refrigeration equipment in case of an emergency.					X			X											
OP IL:1119 IDECC:----	Knowledge of or Understanding that: The correct procedures in handling the variety of merchandise in the various departments within the supermarket.					X			X											
OP IL:1120 IDECC:----	Knowledge of or Understanding that: Demonstrate knowledge of various types of material handling equipment, (fork trucks, pallet loaders, etc.) and supportive materials, (pallets, shelving, etc.)																		X	

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OP IL:1121 IDECC:----	Knowledge of or Understanding that: Functions of the U.S. Department of Transportation.																		X	
OP IL:1122 IDECC:----	Knowledge of or Understanding that: The functions of the Interstate Commerce Commission.																		X	
OP IL:1123 IDECC:----	Skill: In reading scales and correctly pricing merchandise from those readings.					X			X											
OP IL:1124 IDECC:----	Knowledge of or Understanding that: The union-management agreements that deal with employee relations.					X			X											
OP IL:1125 IDECC:----	Knowledge of or Understanding that: When to notify the supervisor when there are insufficient materials to fill an order or requisition.			X															X	
OP IL:1126 IDECC:----	Knowledge of or Understanding that: When to contact a customer if an order or requisition is unclear, incomplete, or there are significant price changes.																		X	
OP IL:1127 IDECC:----	Knowledge of or Understanding that: Carrier regulations on size, weight, marking and packaging of shipments.																		X	

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OP IL:1128 IDECC:----	Skill: In operating and maintaining clean-up equipment.					X			X											
OP IL:1129 IDECC:----	Knowledge of or Understanding that: Special packaging requirements for export shipping.																		X	
OP IL:1130 IDECC:----	Knowledge of or Understanding that: The use of electronic (MSI) as a tool for ordering inventory.					X			X											
OP IL:1131 IDECC:----	Knowledge of or Understanding that: The bottle return system as it applies to both the customer and vendor.					X			X											
OP IL:1132 IDECC:----	Knowledge of or Understanding that: What a sales planner is, and how it differs from a regular grocery order.					X			X											
OP IL:1133 IDECC:----	Knowledge of or Understanding that: How to avoid accidents by following predetermined traffic patterns around a warehouse.																		X	
OP IL:1134 IDECC:----	Knowledge of or Understanding that: The procedures for filing claims for merchandise damages, shortages and overcharges on carriers or manufacturers.																		X	

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OP IL:1135 IDECC:----	Knowledge of or Understanding that: Various laws dealing with freight transportation including shipment of hazardous materials.																		X	
OP IL:1136 IDECC:----	Knowledge of or Understanding that: Bills of Lading (air bill).																		X	
OP IL:1137 IDECC:----	Skill: Ability to prepare and distribute copies of the bill of lading.																		X	
OP IL:1138 IDECC:----	Skill: Ability to route shipments by appropriate carrier and route.																		X	
OP IL:1139 IDECC:----	Skill: Ability to set up carrier pickup and delivery sites.																		X	
OP IL:1140 IDECC:----	Skill: Ability to prepare shipping records as they relate to billing, inventory control, and other related functions.																		X	
OP IL:1141 IDECC:----	Skill: Ability to prepare various documents such as bills of lading, freight bills, load manifests, delivery receipts, etc.																		X	

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OP IL:1142 IDECC:----	Skill: Ability to classify freight in order to determine rates.																		X	
OP IL:1143 IDECC:----	Skill: Ability to calculate freight charges on shipments moving over more than one carrier.																		X	
OP IL:1144 IDECC:----	Skill: Ability to calculate rates on quantity and LTL shipments.																		X	
OP IL:1145 IDECC:----	Skill: Ability to assist in loading procedure when required by a carrier.																		X	
OP IL:1146 IDECC:----	Skill: Ability to accurately check quantity and condition of shipments.			X															X	
OP IL:1147 IDECC:----	Skill: Ability to prepare receiving records and documents noting exceptions, such as damage, shortage, incorrect merchandise, etc.			X															X	
OP IL:1148 IDECC:----	Skill: Ability to approve carriers receipts with any exceptions noted.																		X	
OP IL:1149 IDECC:----	Skill: Ability to determine or pinpoint parties responsible for, or causes of, damage.																		X	

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OP IL:1150 IDECC:----	Skill: Ability to contact seller or shipper about errors in or damage to shipments with various carriers.																		X	
OP IL:1151 IDECC:----	Knowledge of or Understanding that: The procedure for notifying proper individuals when stock is short or out.			X					X											X
OP IL:1152 IDECC:----	Skill: Ability to trace lost or misplaced or stolen freight items.																		X	
OP IL:1153 IDECC:----	Skill: Ability to file and retrieve information.																		X	
OP IL:1154 IDECC:----	Skill: In filling out all necessary forms accurately and completely.								X											
OP IL:1155 IDECC:----	Knowledge of or Understanding that: The procedures for filling orders.								X											X
OP IL:1156 IDECC:----	Skill: Skill in properly selecting merchandise for filing orders.								X											
OP IL:1157 IDECC:----	Knowledge of or Understanding that: The procedures for spotting and unloading filled orders within the warehouse.								X											

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OP IL:1158 IDECC:----	Knowledge of or Understanding that: The importance of the care and proper cleaning of the tools and/or equipment used on the job.			X					X											X
OP IL:1159 IDECC:----	Knowledge of or Understanding that: A neat, clean backroom, stock and work area is necessary in stockkeeping.			X					X											X
OP IL:1160 IDECC:----	Knowledge of or Understanding that: The rules and regulations of the firm relative to signing in (reporting for work) and checking out (leaving the store).								X											X
OP IL:1161 IDECC:----	Knowledge of or Understanding that: The procedures or policies for leaving the department or store for short periods during regular working hours.			X					X											
OP IL:1162 IDECC:----	Knowledge of or Understanding that: The rules and regulations pertaining to lunch and other similar breaks.			X					X											
CP IL:1163 IDECC:----	Knowledge of or Understanding that: The rules, policies, and/or regulations pertaining to absenteeism of personnel.			X		X			X											X

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OP IL:1164 IDECC:----	Knowledge of or Understanding that: The location of fire extinguishers and other emergency equipment.								X		X						X			X
OP IL:1165 IDECC:----	Knowledge of or Understanding that: The proper method of stocking or restocking shelves.								X											X
OP IL:1166 IDECC:----	Knowledge of or Understanding that: Credit information.				X															
OP IL:1167 IDECC:----	Knowledge of or Understanding that: How to verify credit and bank references and prepare a report of the findings.				X															
OP IL:1168 IDECC:----	Attitude: That any defects or problems regarding telephone equipment (handset/headset, call director) should be reported to the supervisor.				X															
OP IL:1169 IDECC:----	Skill: Use legible hand-writing in preparing forms, messages, and records.				X															
OP IL:1170 IDECC:----	Skill: Listen attentively to directions, assignments, and information from customers, supervisors, or managers.				X															

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OP IL:1171 IDECC:----	Skill: In receiving payment on account and handling paid out transactions correctly.				X															
OP IL:1172 IDECC:----	Skill: Ability to sell money orders, traveler's checks, etc.				X															
OP IL:1173 IDECC:----	Skill: In recognizing and handling thieves.				X															
OP IL:1174 IDECC:----	Skill: In preparing forms for items such as cashier checks, drafts, money orders and government bonds.				X															
OP IL:1175 IDECC:----	Skill: In operating a teller machine.				X															
OP IL:1176 IDECC:----	Skill: In cashing drafts.				X															
OP IL:1177 IDECC:----	Skill: In using the telephone correctly and courteously.				X															
OP IL:1178 IDECC:----	Knowledge of or Understanding that: Interpret computer output such as printouts, visual display screens, etc.				X															
OP IL:1179 IDECC:----	Knowledge of or Understanding that: One must follow legislation regarding regulations on advertisements of certain items.	X			X															

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OP IL:1180 IDECC:----	Knowledge of or Understanding that: How to open and close the teller cage.				X															
OP IL:1181 IDECC:----	Skill: In performing the necessary banking functions such as depositing funds.				X															
OP IL:1182 IDECC:----	Skill: In processing payments.				X															
OP IL:1183 IDECC:----	Skill: In issuing drafts.				X															
OP IL:1184 IDECC:----	Skill: Inaccepting deposits.				X															
OP IL:1185 IDECC:----	Skill: In counting and recording the till and deposit money with the cashier.				X															
OP IL:1186 IDECC:----	Skill: In preparing journals or vouchers, for transfers of funds and receipt of funds.				X															
OP IL:1187 IDECC:----	Knowledge of or Understanding that: How to collect fees and write receipts.				X															
OP IL:1188 IDECC:----	Knowledge of or Understanding that: How to process government bond transactions.				X															

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OP IL:1189 IDECC:----	Skill: In preparing a calendar of advertising events.	X		X																
OP IL:1190 IDECC:----	Skill: In stocking merchandise in appropriate place and appropriate manner, keeping shelves filled, face merchandise to front, maintain a good appearance of products.			X																
OP IL:1191 IDECC:----	Skill: In conducting periodic physical inventories.			X																
OP IL:1192 IDECC:----	Skill: In maintaining accruate inventory control records.			X																
OP IL:1193 IDECC:----	Skill: In determining amount of inventory on hand from inventory records or actual count.			X																
OP IL:1194 IDECC:----	Skill: In preparing products for storage; unload trucks, unpack, arrange merchandise in stock area.			X																
OP IL:1195 IDECC:----	Skill: Ability to conduct a complete physical inventory when required.			X																

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OP IL:1196 IDECC:----	Skill: In planning and scheduling work tasks and assignments.			X																
OP IL:1197 IDECC:----	Knowledge of or Understanding that: Understand and be able to accurately check an order, using whatever forms are required.			X																
OP IL:1198 IDECC:----	Knowledge of or Understanding that: The procedure for handling the mechanical breakdown of equipment.			X																
OP IL:1199 IDECC:----	Attitude: That the schedule of service station business hours should be arranged to meet the needs of the type of customers being served and adjusted when their buying habits change.			X																
MN IL:1200 IDECC:----	Knowledge of or Understanding that: How to safeguard against forgeries, counterfeit money, bad checks, and altered checks.				X															
MN IL:1201 IDECC:----	Knowledge of or Understanding that: Company employee evaluation policies and procedures.																		X	

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MN IL:1202 IDECC:----	Knowledge of or Understanding that: Plans and policies related to customer service.			X															X	
MN IL:1203 IDECC:----	Skill: In selecting appropriate training aids and references.	X																	X	
MN IL:1204 IDECC:----	Skill: Ability to determine equipment needs.																		X	
MN IL:1205 IDECC:----	Skill: Ability to route shipments by appropriate carrier and route.																		X	
MN IL:1206 IDECC:----	Skill: Ability to set up carrier pickup and delivery sites.																		X	
MN IL:1207 IDECC:----	Skill: Ability to prepare shipping records as they relate to billing, inventory control and other related functions.																		X	
MN IL:1208 IDECC:----	Skill: Ability to prepare various documents such as bills of lading, freight bills, load manifests, delivery receipts, etc.																		X	
MN IL:1209 IDECC:----	Skill: Ability to classify freight in order to determine rates.																		X	

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MN IL:1210 IDECC:----	Skill: Ability to answer customer questions on rates, routing, packaging, etc.																		X	
MN IL:1211 IDECC:----	Skill: Ability to calculate freight charges on shipments moving over more than one carrier.																		X	
MN IL:1212 IDECC:----	Skill: Ability to calculate rates on quantity and LTL shipments.																		X	
MN IL:1213 IDECC:----	Knowledge of or Understanding that: The company's chain of command/authority.			X															X	
MN IL:1214 IDECC:----	Attitude: An awareness of the part delivery service plays in promoting good public relations for the company.																		X	
MN IL:1215 IDECC:----	Knowledge of or Understanding that: Procedures for complaince to OSHA regulations, and company accident prevention and safety policies.			X																
MN IL:1216 IDECC:----	Knowledge of or Understanding that: Procedures for employee or customer accidents.			X																

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MN IL:1217 IDECC:----	Knowledge of or Understanding that: Where to leave valuables during working hours and the identification or use of locker space for these valuables.			X																
MN IL:1218 IDECC:----	Knowledge of or Understanding that: Rules and regulations on the personal use of the store's telephone.			X																
MN IL:1219 IDECC:----	Knowledge of or Understanding that: Leadership concentrates on effective relationships with others, but is oriented toward making progress and achieving results.	X																		
MN IL:1220 IDECC:----	Skill: In providing advance notice of coming ads.	X																		
MN IL:1221 IDECC:----	Knowledge of or Understanding that: The company's safety rules and regulations.			X																
MN IL:1222 IDECC:----	Knowledge of or Understanding that: Phone numbers for emergency use (Manager's home phone, maintenance services, local police/fire department, hospital clinic, main office, etc.).			X																

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MN	IL:1223 IDECC:----	Knowledge of or Understanding that: Be aware of corporate training/educational programs and support such policies and programs.			X																
MN	IL:1224 IDECC:----	Skill: In following-up on work progress.	X																		
MN	IL:1225 IDECC:----	Attitude: That employees must be informed continuously of new services, processes, or trends through individual or group training.													X						
HR	IL:1226 IDECC:----	Knowledge of or Understanding that: General management principles and practices.															X				
HR	IL:1227 IDECC:----	Skill: Ability to interpret property descripttions from deeds, abstracts, floor plans, blue prints, and other legal documents.															X				
HR	IL:1228 IDECC:----	Skill: Ability to identify the owners', property, and agency's requirements for insurance.															X				
HR	IL:1229 IDECC:----	Skill: Ability to exercise skill in making decisions and managing time.															X				

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HR IL:1230 IDECC:----	Skill: Ability to exercise skill in setting goals, and determining policies, procedures, and programs.															X				
HR IL:1231 IDECC:----	Attitude: A belief that employees will comply more readily with policies they understand.															X				
HR IL:1232 IDECC:----	Attitude: Develop a dedication to the public, the success of the business, and the people supervised.														X	X				
HR IL:1233 IDECC:----	Skill: Ability tc assist in the career development of staff members, and guide and motivate others to see and achieve their own goals.															X				
HR IL:1234 IDECC:----	Skill: Ability to identify what jobs have to be done and their interrelationship according to authority and responsibility.															X				
HR IL:1235 IDECC:----	Skill: Ability to manage financial systems, records, marketing and statistical control, sales and listing activities, and adhere to budgets.															X				

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HR IL:1236 IDECC:----	Skill: Ability to assign non-selling duties to sales supporting personnel, and follow-up on job assignments.															X				
HR IL:1237 IDECC:----	Skill: Ability to participate in local and service clubs in order to expand contacts and contribute to community growth; keep up-to-date on real estate news and marketing methods.															X				
HR IL:1238 IDECC:----	Skill: Ability to direct supervisors within the agency and empathize with the needs of employees.															X				
HR IL:1239 IDECC:----	Attitude: It is necessary to adjust, adapt or change as circumstances change.															X				
HR IL:1240 IDECC:----	Skill: Ability to recruit, train, and develop sales associates, and develop "in-house" training programs.															X				
HR IL:1241 IDECC:----	Skill: Ability to apply the code of ethics of the National Association of Realtors.															X				
HR IL:1242 IDECC:----	Attitude: It is necessary to compete fairly in selling and to avoid direct competition with subordinates.															X				

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HR IL:1243 IDECC:----	Attitude: That a supervisor should set an example of personal work habits and character which employees can emulate.															X				
MN IL:1244 IDECC:----	Knowledge of or Understanding that: Property renovation.															X				
MN IL:1245 IDECC:----	Knowledge of or Understanding that: Tenant selection, maintenance, and special service for multi-story building management.															X				
MN IL:1246 IDECC:----	Knowledge of or Understanding that: Strip-store, shopping center leasing, chain store leasing, commercial property leasing, industrial property leasing, and subsidized property leasing.															X				
MN IL:1247 IDECC:----	Knowledge of or Understanding that: The functions of management and the fundamentals of a tenant-management relationship.															X				
MN IL:1248 IDECC:----	Skill: Ability to prepare, apply, and analyze a lease.															X				
MN IL:1249 IDECC:----	Skill: Ability to evaluate management effectiveness.															X				

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MN IL:1250 IDECC:----	Skill: In setting goals.														X		X			
MN IL:1251 IDECC:----	Skill: In making decisions.														X		X			
MN IL:1252 IDECC:----	Skill: Ability to determine policies, procedures, and programs for the business.																X			
MN IL:1253 IDECC:----	Attitude: Consistently eliminating prejudice and discrimination in all business activities.																X			
MN IL:1254 IDECC:----	Attitude: Empathize with the needs and problems of employees.																X			
MN IL:1255 IDECC:----	Skill: The ability to determine the lines of authority and responsibilities of personnel in the business.																X			
MN IL:1256 IDECC:----	Skill: The ability to follow-up on job assignments and tactfully make corrections where necessary.																X			
MN IL:1257 IDECC:----	Skill: The ability to build employee morale, motivation, and loyalty.	X															X			

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MN IL:1258 IDECC:----	Skill: The ability to plan an effective strategy for selling the services and products of the business.																X			
MN IL:1259 IDECC:----	Knowledge of or Understanding that: The importance of establishing sound operational policies.												X							
MN IL:1260 IDECC:----	Knowledge of or Understanding that: The importance of effective planning.												X							
MN IL:1261 IDECC:----	Skill: In establishing efficient time management habits.	X											X							
MN IL:1262 IDECC:----	Skill: In organizing personal travel in a way that saves time and minimizes costs.												X							
MN IL:1263 IDECC:----	Skill: In reading and understanding city and state maps in order to plan travel.												X							
MN IL:1264 IDECC:----	Knowledge of or Understanding that: The basic marketing variables and how they are interrelated.												X							

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MN IL:1265 IDECC:----	Knowledge of or Understanding that: The internal and external environments related to or affecting the marketing effort.												X							
MN IL:1266 IDECC:----	Skill: In blending the marketing variables together to produce a total program of action.												X							
MN IL:1267 IDECC:----	Skill: In coordinating marketing activities with other major functional areas.												X							
MN IL:1268 IDECC:----	Skill: In formulating reasonable goals and objectives.												X							
MN IL:1269 IDECC:----	Skill: In evaluating control measures and taking action as necessary to achieve established goals and objectives.												X							
MN IL:1270 IDECC:----	Skill: In identifying and defining problems.												X							
MN IL:1271 IDECC:----	Skill: In generating, evaluating, and selecting alternative solutions and strategies to problems.												X							

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MN IL:1272 IDECC:----	Knowledge of or understanding that: The decision-making process.												X							
MN IL:1273 IDECC:----	Attitude: Realize that common sense and good judgment are vital in decision-making.												X							
MN IL:1274 IDECC:----	Skill: In identifying personnel needs.												X							
MN IL:1275 IDECC:----	Knowledge of or Understanding that: The techniques used in recruiting, training, and directing the needed personnel in the industrial marketing organization.												X							
MN IL:1276 IDECC:----	Skill: In formulating performance objectives for employees, and executing periodic reviews of achievements.												X							
MN IL:1277 IDECC:----	Skill: In preparing, maintaining, and controlling budgets.												X							
MN IL:1278 IDECC:----	Skill: In preparing pro forma financial statements.												X							

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MN IL:1279 IDECC:----	Attitude: Realize the importance of attending and participating in professional meetings and conferences within the firm's respective industry.												X							
MN IL:1280 IDECC:----	Skill: In evaluating employees' progress.	X																		
MN IL:1281 IDECC:----	Knowledge of or Understanding that: Company management must continuously study and evaluate its credit policies and procedures, making changes or adjustments as needed.	X																		
MN IL:1282 IDECC:----	Skill: In identifying advertising objectives.	X																		
PS IL:1299 IDECC:----	Skill: In arranging for alterations.		X									X								
PS IL:1300 IDECC:----	Skill: Ability to translate credit information to the customer.				X															
PS IL:1301 IDECC:----	Knowledge of or Understanding that: How to promote the use of available services.				X															

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PS IL:1302 IDECC:----	Skill: In explaining to customers the type of motor oil (SE, SD, SC, or SB) to use for the vehicle or desired performance.			X																
PS IL:1303 IDECC:----	Skill: In explaining the characteristics and uses of automotive fluids including brake, power steering, and transmission fluids.			X																
PS IL:1304 IDECC:----	Skill: In explaining the care requirements of batteries including cleaning terminals, installation and removal, and maintaining acid levels in each cell.			X																
PS IL:1305 IDECC:----	Skill: In utilizing storage and precautionary measures when handling batteries.			X																
PS IL:1306 IDECC:----	Skill: In recommending batteries on the basis of a customer's budget and usage requirement.			X																
PS IL:1307 IDECC:----	Skill: In explaining the relationship between the air filter, the air filtering process, and automobile performance.			X																

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PS IL:1308 IDECC:----	Skill: In explaining the functions of gasoline filters including the removal of dirt, dust, and other foreign particles from the gasoline.			X																
PS IL:1309 IDECC:----	Skill: In recommending the replacement of gasoline filters.			X																
PS IL:1310 IDECC:----	Skill: In explaining the characteristics and uses of coolant additives such as antifreeze boosters and rust and corrosion inhibitors.			X																
PS IL:1311 IDECC:----	Skill: In analyzing conditions of fanbelts which contribute to wear or failure such as frayed edges or cracks, and recommending replacement.			X																
PS IL:1312 IDECC:----	Skill: In distinguishing between types of spark plugs (resistor and non-resistor types).			X																
PS IL:1313 IDECC:----	Skill: In selecting replacement spark plugs utilizing available resources (spark plug guides, manufacturers' manuals) on the basis of thread size (14 mm, 18mm) and heat range (hot, cold) required.			X																

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1314 IDECC:----	Skill: In keeping price schedules and sales policies current.			X																
PS IL:1315 IDECC:----	Skill: In retaining current warranty policy information.			X																
PS IL:1316 IDECC:----	Skill: Know what constitutes a section of land, and interpret legal descriptions.															X				
PS IL:1317 IDECC:----	Knowledge of or Understanding that: The property you wish to promote and the ways of classifying and describing homes.															X				
PS IL:1318 IDECC:----	Knowledge of or Understanding that: The selling features of plumbing, heating, and air conditioning that are benefits to customers.															X				
PS IL:1319 IDECC:----	Skill: Ability to manage maintenance activities such as preserving, cleaning, and altering.															X				
PS IL:1320 IDECC:----	Knowledge of or Understanding that: The possession requirements such as possession date, transfer of utilities, and delivery of keys to assist buyer and seller.															X				

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PS IL:1321 IDECC:----	Knowledge of or Understanding that: The different styles of homes and buildings, and construction techniques and building materials.															X				
PS IL:1322 IDECC:----	Knowledge of or Understanding that: The different types of ownership (i.e., condominium, single family, cooperative).															X				
PS IL:1323 IDECC:----	Knowledge of or Understanding that: All areas of insurance that pertain to property.															X				
PS IL:1324 IDECC:----	Knowledge of or Understanding that: The definition of insurance.														X					
PS IL:1325 IDECC:----	Knowledge of or Understanding that: Useful, fundamental, insurance terminology.														X					
PS IL:1326 IDECC:----	Knowledge of or Understanding that: The common elements of an insurance contract.														X					
PS IL:1327 IDECC:----	Knowledge of or Understanding that: The purposes that insurance serves in the community.														X					

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1328 IDECC:----	Knowledge of or Understanding that: The procedures to follow in order to file a claim and the method(s) of adjusting for losses.														X					
PS IL:1329 IDECC:----	Knowledge of or Understanding that: The nature and purpose of life insurance.														X					
PS IL:1330 IDECC:----	Knowledge of or Understanding that: The basic types of life insurance contracts.														X					
PS IL:1331 IDECC:----	Knowledge of or Understanding that: The basic provisions of the life insurance contract.														X					
PS IL:1332 IDECC:----	Knowledge of or Understanding that: Special riders and policy combinations that may occur in life insurance contracts.														X					
PS IL:1333 IDECC:----	Knowledge of or Understanding that: The different types of ratings of life insurance contracts.														X					
PS IL:1334 IDECC:----	Knowledge of or Understanding that: What is meant by annuity.														X					

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PS IL:1335 IDECC:----	Skill: In identifying and describing several types of annuity plans.														X					
PS IL:1336 IDECC:----	Knowledge of or Understanding that: The coverages that may be included on a special contract for health insurance.														X					
PS IL:1337 IDECC:----	Knowledge of or Understanding that: Different provisions in a typical health insurance policy.														X					
PS IL:1338 IDECC:----	Knowledge of or Understanding that: The differences between individual and group health plans.														X					
PS IL:1339 IDECC:----	Knowledge of or Understanding that: The basic provisions and limitations of the Standard Fire Policy.														X					
PS IL:1340 IDECC:----	Skill: In identifying and describing the basic forms and coverages of the Homeowner's Policy.														X					
PS IL:1341 IDECC:----	Skill: In identifying the basic types of transportation insurance and floater contracts.														X					

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1342 IDECC:----	Skill: In identifying the types of automobile policies and coverages available.														X					
PS IL:1343 IDECC:----	Knowledge of or Understanding that: The basic parts of the Personal Auto Policy.														X					
PS IL:1344 IDECC:----	Knowledge of or Understanding that: The types and purposes of general liability policies.														X					
PS IL:1345 IDECC:----	Knowledge of or Understanding that: Crime insurance/suretyship coverages.														X					
PS IL:1346 IDECC:----	Knowledge of or Understanding that: Worker's compensation insurance.														X					
PS IL:1347 IDECC:----	Knowledge of or Understanding that: Miscellaneous coverages written by property and liability insurers.														X					
PS IL:1348 IDECC:----	Skill: In executing thumbnail sketches and rough layouts.	X																		
PS IL:1349 IDECC:----	Skill: In identifying product themes to feature in ads.	X																		

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1350 IDECC:----	Knowledge of or Understanding that: The fundamental principles of livestock nutrition, feed composition, and additives.																X			
PS IL:1351 IDECC:----	Knowledge of or Understanding that: The common types of animal problems that can be treated with over-the-counter drugs.																X			
PS IL:1352 IDECC:----	Skill: In using product information found in guarantees, directions, etc.																X			
PS IL:1353 IDECC:----	Skill: In keeping informed of product and service information to aid the customer in buying decisions.																X			
PS IL:1354 IDECC:----	Knowledge of or Understanding that: The types and uses of seeds, fertilizers, herbicides, pesticides, etc., that are common in agriculture.																X			
PS IL:1355 IDECC:----	Knowledge of or Understanding that: How chemicals are used to disinfect facilities.																X			
PS IL:1356 IDECC:----	Skill: In identifying the types of grain-drying systems.																X			

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PS IL:1357 IDECC:----	Knowledge of or Understanding that: The common types of plant disease and insect damage, and list possible remedies and/or preventions.																X			
PS IL:1358 IDECC:----	Skill: In determining the facility requirements of a given customer in terms of building size, location, design or renovation, zoning regulations, equipment, etc.																X			
PS IL:1359 IDECC:----	Skill: In identifying the various nutrients that are commonly deficient in soil.																X			
PS IL:1360 IDECC:----	Knowledge of or Understanding that: How to fill out and accept gift certificates.		X																	
PS IL:1361 IDECC:----	Knowledge of or Understanding that: The general classifications of industrial products.												X							
PS IL:1362 IDECC:----	Skill: In using the SIC (Standard Industrial Classification System).												X							
PS IL:1363 IDECC:----	Knowledge of or Understanding that: The different approaches to organizing for new product development.												X							

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PS IL:1364 IDECC:----	Knowledge of or Understanding that: The product development process.												X							
PS IL:1365 IDECC:----	Knowledge of or Understanding that: The need for sound product policies.												X							
PS IL:1366 IDECC:----	Skill: In preparing and administering product budgets.												X							
PS IL:1367 IDECC:----	Knowledge of or Understanding that: The basic idea-generating techniques.												X							
PS IL:1368 IDECC:----	Knowledge of or Understanding that: The basic steps involved in screening new-product ideas.												X							
PS IL:1369 IDECC:----	Knowledge of or Understanding that: The reasons for test marketing new products.												X							
PS IL:1370 IDECC:----	Skill: In formulating effective marketing strategies for new products.												X							
PS IL:1371 IDECC:----	Knowledge of or Understanding that: Why new products fail.												X							
PS IL:1372 IDECC:----	Knowledge of or Understanding that: The need for replacing unprofitable products.												X							

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1373 IDECC:----	Knowledge of or Understanding that: How to protect new product innovations.												X							
PS IL:1374 IDECC:----	Knowledge of or Understanding that: The need for close coordination with legal counsel in the development of new products.												X							
PS IL:1375 IDECC:----	Knowledge of or Understanding that: The different types of packaging materials.												X							
PS IL:1376 IDECC:----	Skill: In evaluating and selecting the most suitable packaging.												X							
PS IL:1377 IDECC:----	Skill: In evaluating and selecting the most appropriate product service program.												X							
PS IL:1378 IDECC:----	Knowledge of or Understanding that: The different methods via which products can be serviced.												X							
PS IL:1379 IDECC:----	Skill: In pinning garment alterations.		X																	
PS IL:1380 IDECC:----	Skill: In noting the proper alteration to lengthen or shorten the crotch length.		X																	

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PS IL:1381 IDECC:----	Skill: In noting the proper alteration to lower the collar.		X																	
PS IL:1382 IDECC:----	Skill: In noting the proper alteration to widen or narrow the shoulders and back width.		X																	
PS IL:1383 IDECC:----	Skill: In noting the proper alteration to shorten/lengthen skirts, sleeves, waist, and pant measurements.		X																	
PS IL:1384 IDECC:----	Knowledge of or Understanding that: Federal laws and regulations as they apply to fabrics and their end use.		X																	
PS IL:1385 IDECC:----	Knowledge of or Understanding that: Social and economic influences on fashion.		X																	
PS IL:1386 IDECC:----	Knowledge of or Understanding that: The age of the buyer somewhat determines his/her fashion purchase.		X																	
PS IL:1387 IDECC:----	Knowledge of or Understanding that: How to analyze peer pressure involved in customer's buying.		X																	

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PS IL:1388 IDECC:----	Skill: In helping customers to choose styles which are attractive.		X																	
PS IL:1389 IDECC:----	Skill: In helping customers to choose colors which are flattering.		X																	
PS IL:1390 IDECC:----	Knowledge of or Understanding that: How to differentiate between basic apparel styles.		X																	
PS IL:1391 IDECC:----	Skill: In assisting customers in selections suitable for their ages.		X																	
PS IL:1392 IDECC:----	Skill: In assisting customers in selections suitable for their personalities.		X																	
PS IL:1393 IDECC:----	Skill: In aiding customers in coordinating apparel.		X																	
PS IL:1394 IDECC:----	Knowledge of or Understanding that: Services of the store which are free and those for which there is a charge.		X																	
PS IL:1395 IDECC:----	Skill: In suggesting colors suitable to figure types.		X																	
PS IL:1396 IDECC:----	Skill: In helping customers accessorize.		X																	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1397 IDECC:----	Skill: In touching up scratches, repairing upholstery, and cleaning surfaces of new and used furniture.											X								
AD IL:1398 IDECC:----	Skill: In planning and preparing an advertising and sales promotion campaign to include budgeting.	X																		
AD IL:1399 IDECC:----	Skill: In developing themes which can be coordinated in both displays and advertisements.	X																		
CO IL:1400 IDECC:----	Skill: In writing forms with clarity and accuracy is critical.																		X	
CO IL:1401 IDECC:----	Attitude: That it is necessary to use legible handwriting when preparing written communications.	X	X									X	X		X		X			
AD IL:1402 IDECC:----	Knowledge of or Understanding that: High levels of creative quality in the advertising programs are accomplished by enforcing standards of ethics and good taste.	X																		

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AD IL:1403 IDECC:----	Knowledge of or Understanding that: Demographic factors should be considered in making media choices.	X																		
AD IL:1404 IDECC:----	Knowledge of or Understanding that: How to analyze problems associated with advertising, copywriting, layout, and media.	X																		
AD IL:1405 IDECC:----	Knowledge of or Understanding that: How to collate and interpret measurement information.	X																		
AD IL:1406 IDECC:----	Skill: Ability to participate as a team member in planning advertising and to vary promotional techniques.															X				
AD IL:1407 IDECC:----	Skill: Ability to keep the general public cognizant of your agency's name and services, and to realize the contributions made by specialty advertising.														X	X				
AD IL:1408 IDECC:----	Skill: Ability to identify specific target markets for demographic and geographic information, and target audiences for testing sales promotion activities.															X				

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AD IL:1409 IDECC:----	Skill: Ability to identify the types of media available for advertising and related costs of various media.															X				
AD IL:1410 IDECC:----	Knowledge of or Understanding that: The acceptability of advertising media in your community.															X				
AD IL:1411 IDECC:----	Knowledge of or Understanding that: The types and uses of advertising, sales promotion, publicity and promotional campaigns.															X				
AD IL:1412 IDECC:----	Knowledge of or Understanding that: The law regarding advertising of real property.															X				
AD IL:1413 IDECC:----	Knowledge of or Understanding that: Effective real estate advertising requires knowledge of the property you wish to promote; gathering information for advertising copy; writing advertising copy; and checking advertising proofs for corrections, additions, and deletions.															X				

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AD IL:1414 IDECC:----	Knowledge of or Understanding that: The importance of visibility through participation in community-wide projects.														X	X	X			
AD IL:1415 IDECC:----	Skill: Ability to evaluate your agency's advertising and promotional efficiency, and determine the strengths and weaknesses of an advertising campaign.															X				
AD IL:1416 IDECC:----	Skill: In recognizing and understanding customer reaction to advertising.																X			
AD IL:1417 IDECC:----	Knowledge of or Understanding that: The functions that advertising performs for the industrial marketer.												X							
AD IL:1418 IDECC:----	Knowledge of or Understanding that: The need for planning advertising objectives.												X							
AD IL:1419 IDECC:----	Knowledge of or Understanding that: Behavioral characteristics of the advertising audience.												X							
AD IL:1420 IDECC:----	Skill: In defining the target market.												X							

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AD IL:1421 IDECC:----	Skill: In tying in market research with advertising.												X							
AD IL:1422 IDECC:----	Skill: In recognizing, evaluating, and selecting appropriate media.												X							
AD IL:1423 IDECC:----	Skill: In using rating services that provide data on industrial publications, such as Standard Rate and Data Services' Business Publication Section.												X							
AD IL:1424 IDECC:----	Skill: In selecting and working with an advertising agency.												X							
AD IL:1425 IDECC:----	Skill: In analyzing and selecting effective copy and graphics.												X							
AD IL:1426 IDECC:----	Skill: In identifying, formulating, and providing advertising to meet the needs of channel components.												X							
AD IL:1427 IDECC:----	Skill: In formulating, implementing, and controlling advertising budgets.												X							
AD IL:1428 IDECC:----	Skill: In recognizing and eliminating waste in advertising.												X							

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:1429 IDECC:----	Skill: In evaluating advertising effectiveness.												X							
AD IL:1430 IDECC:----	Skill: In coordinating, advertising programs with sales, warehousing, transportation, and other operating departments.												X							
AD IL:1431 IDECC:----	Skill: In effectively using advertising to support the sales force.												X							
AD IL:1432 IDECC:----	Knowledge of or Understanding that: The basics of relevant federal and state legislation regarding advertising.												X							
AD IL:1433 IDECC:----	Knowledge of or Understanding that: When and how to protect creative and identifying works, such as brand names, trademarks, educational materials, etc.												X							
PS IL:1434 IDECC:----	Knowledge of or Understanding that: How to analyze the fitting problems of the customer.		X																	
PS IL:1435 IDECC:----	Knowledge of or Understanding that: The different size ranges of apparel products.		X																	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1436 IDECC:----	Knowledge of or Understanding that: Common names of fabrics.		X																	
PS IL:1437 IDECC:----	Knowledge of or Understanding that: The relationship between fiber properties, fabric types, and end-product requirements.		X																	
PS IL:1438 IDECC:----	Knowledge of or Understanding that: Fabric characteristics as they relate to appearance, hand, expected performance, and end-product use.		X																	
PS IL:1439 IDECC:----	Knowledge of or Understanding that: How to help the customer select a garment for best durability.		X																	
PS IL:1440 IDECC:----	Knowledge of or Understanding that: How to convey fabric qualities in understandable language.		X																	
PS IL:1441 IDECC:----	Knowledge of or Understanding that: How to convey basic knowledge of both garments and accessory items.		X																	
PS IL:1442 IDECC:----	Knowledge of or Understanding that: How to relate the appropriate care of the garment.		X																	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
PS IL:1443 IDECC:----	Knowledge of or Understanding that: How to identify good construction qualities of apparel products.		X																	
PS IL:1444 IDECC:----	Knowledge of or Understanding that: How to relate garment care to fabric content.		X																	
PS IL:1445 IDECC:----	Skill: In explaining care procedures for non-textile products.		X																	
PS IL:1446 IDECC:----	Skill: In explaining construction features which lead to greater durability.		X																	
PS IL:1447 IDECC:----	Knowledge of or Understanding that: Garment care is directly related to fiber content and finishes applied to the garment.		X																	
PS IL:1448 IDECC:----	Knowledge of or Understanding that: How to evaluate fashion products by principles of design.		X																	
PS IL:1449 IDECC:----	Knowledge of or Understanding that: The role color plays in the customer's acceptance of merchandise.		X																	
PS IL:1450 IDECC:----	Skill: In combining colors which are pleasing.		X																	

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
AD IL:1451 IDECC:----	Attitude: That advertising helps increase sales, builds goodwill, and builds customer loyalty.													X						
CO IL:1452 IDECC:----	Skill: In reporting in writing on each meeting with a client.	X																		
CO IL:1453 IDECC:----	Knowledge of or Understanding that: How to apply the psychology of business writing to various types of business communications.	X																		
CO IL:1454 IDECC:----	Attitude: That both advertising and displays are important tools in nonpersonal ways to communicate with and inform customers.	X																		
CO IL:1455 IDECC:----	Skill: In fielding questions in a sincere, courteous, and positive manner.												X							
CO IL:1456 IDECC:----	Skill: In effectively negotiating policy matters with others.												X							
CO IL:1457 IDECC:----	Skill: In communicating via the telephone in an effective, efficient, and professional manner.												X							

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CO IL:1458 IDECC:----	Attitude: Respect the confidentiality of certain communications.												X							
CO IL:1459 IDECC:----	Skill: In planning for effective communication.												X							
CO IL:1460 IDECC:----	Skill: In preparing written reports, letters, etc., which are effective and easy to understand.												X							
CO IL:1461 IDECC:----	Skill: In delivering effective, persuasive oral presentations.												X							
CO IL:1462 IDECC:----	Skill: In speaking fluently, enthusiastically, and using good grammar.												X							
CO IL:1463 IDECC:----	Skill: In controlling distracting gestures and mannerisms.												X							
CO IL:1464 IDECC:----	Skill: In assessing whether or not the receiver understands the intended message.												X							
CO IL:1465 IDECC:----	Skill: In identifying relevant market informational needs.												X							

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CO IL:1466 IDECC:----	Skill: In selecting the most appropriate method for acquiring needed information.												X							
CO IL:1467 IDECC:----	Knowledge of or Understanding that: The basic attributes of marketing information systems.												X							
CO IL:1468 IDECC:----	Knowledge of or Understanding that: The available secondary information sources.												X							
CO IL:1469 IDECC:----	Skill: In reading, understanding, and applying business reports: financial, statistical, sales analysis, market analysis, etc.												X							
CO IL:1470 IDECC:----	Skill: In discerning between meaningful and trivia-type information.												X							
CO IL:1471 IDECC:----	Skill: In evaluating the appropriateness of acquired information.												X							
CO IL:1472 IDECC:----	Knowledge of or Understanding that: The basics of sampling techniques.												X							
CO IL:1473 IDECC:----	Skill: In formulating meaningful and purposeful questionnaires.												X							

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food -Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
CO IL:1474 IDECC:----	Skill: In identifying, evaluating, and selecting private research firms as needed.												X							
CO IL:1475 IDECC:----	Knowledge of or Understanding that: The wide scope of computer data processing and sales programming.												X							
CO IL:1476 IDECC:----	Skill: In evaluating and applying electronic data processing to specific marketing needs												X							
CO IL:1477 IDECC:----	Skill: In reading and understanding computer printouts.												X							
CO IL:1478 IDECC:----	Skill: Ability to listen objectively.												X		X	X				
CO IL:1479 IDECC:----	Skill: Ability to handle incoming telephone calls effectively.														X	X	X			
CO IL:1480 IDECC:----	Skill: Ability to create the right atmosphere in which to conduct an interview.															X				
CO IL:1481 IDECC:----	Skill: Ability to gather information from the client tactfully and develop an awareness of non-verbal communication.															X				

		Adv Svc	App Acc	Auto Petr	Fin Cdt	Food Mkt	Food Svc	Ldg/ Rec/ Tour	Gen Mkt	Gen Mdse	Hdw Bldg Farm	Home Furn	Ind Mkt	Bus/ Pers Svc	Ins Mkt	RE	Ag Svc	Sml Bus	Trns Ware	Whls
CO IL:1482 IDECC:----	Attitude: It is necessary to read trade and business journals and publications to keep abreast of real estate and business trends.														X	X	X			
CO IL:1483 IDECC:----	Skill: Ability to evaluate personal and agency communication effectiveness.															X				
CO IL:1484 IDECC:----	Skill: Ability to write letters of introduction for your agency, prospecting letters, appreciation, and follow-up letters.															X				
CO IL:1485 IDECC:----	Skill: Ability to communicate decisions to others and suggest changes to management.															X				
CO IL:1486 IDECC:----	Attitude: It is necessary to develop a vocabulary descriptive of real estate to be sold.															X				
CO IL:1487 IDECC:----	Skill: In writing letters of introduction/prospecting letters.														X					
CO IL:1488 IDECC:----	Skill: In writing letters of appreciation and follow-up letters.														X					

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CO IL:1489 IDECC:----	Skill: In recognizing messages communicated through body language and other non-verbal methods.														X					
CO IL:1491 IDECC:----	Skill: The ability to translate oral messages into correct written form.																X			
CO IL:1492 IDECC:----	Knowledge of or Understanding that: Communication tools, devices, techniques, etc.												X							
CO IL:1493 IDECC:----	Knowledge of or Understanding that: Both formal and informal communication channels.												X							
CO IL:1494 IDECC:----	Attitude: Realize that effective communication is a function of a sound organization structure.												X							
CO IL:1495 IDECC:----	Knowledge of or Understanding that: Standardization of forms facilitates economy, effectiveness, and professionalism in communication.												X							
CO IL:1497 IDECC:----	Attitude: Understand that truth, honesty, and high ethical standards are basic to sound business communication.												X							

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CO IL:1498 IDECC:----	Skill: In communicating firmly, politely, and professionally.												X							
CO IL:1499 IDECC:----	Skill: In being direct and practical in communications.												X							
HR IL:1500 IDECC:----	Skill: In treating others as individuals.																		X	
HR IL:1501 IDECC:----	Skill: In working cooperatively with other persons outside the firm such as suppliers, advertisers and community representatives.																		X	
HR IL:1502 IDECC:----	Skill: In demonstrating initiative in dealing with customers, other employees and managers.																		X	
HR IL:1503 IDECC:----	Skill: In adjusting and adapting to new and unique ideas and situations.	X																	X	
HR IL:1504 IDECC:----	Skill: In establishing and maintaining credibility with customers, co-workers, employees and managers.	X																	X	

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HR IL:1505 IDECC:----	Skill: In adjusting to the demands of job requirements, such as deadlines, pressures and conflicts.	X										X							X	
HR IL:1506 IDECC:----	Skill: Deal with people both internally and externally (over the phone).																		X	
HR IL:1507 IDECC:----	Skill: Treat customers as individuals, get to know them.																		X	
HR IL:1508 IDECC:----	Attitude: That good work habits, such as punctuality, orderlines, and patience are important when working for a company.																		X	
HR IL:1508 IDECC:----	Skill: In demonstrating good work habits such as punctuality, orderliness, and patience.	X																		
HR IL:1509 IDECC:----	Attitude: That appropriate ethics such as integrity and honesty are important when working for a company.																		X	

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HR IL:1510 IDECC:----	Attitude: That a positive attitude must be maintained toward individual responsibilities and/or department and company operations.	X																	X	
HR IL:1510 IDECC:----	Skill: In maintaining a positive attitude toward individual responsibilities and/or department or company operations.																			
HR IL:1511 IDECC:----	Attitude: That one must assume responsibility for individual actions and/or department and company operations.																		X	
HR IL:1512 IDECC:----	Attitude: That one must be dependable in the work environment.																		X	
HR IL:1512 IDECC:----	Skill: In being dependable in the work environment.	X																		
HR IL:1513 IDECC:----	Attitude: Must be motivated since they are dealing with customers by voice only.																		X	
HR IL:1514 IDECC:----	Knowledge of or Understanding that: Success or failure depends not alone on technical proficiency, but on quality of interpersonal relations as well.																		X	

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HR IL:1515 IDECC:----	Knowledge of or Understanding that: The ways to reinforce positive behavior and provide constructive criticism.																		X	
HR IL:1516 IDECC:----	Attitude: That since business organizations have many common goals and problems, they should maintain cordial working relationships which will permit a flow of ideas among them.	X																		
HR IL:1517 IDECC:----	Skill: Ability to handle difficult buyers and sellers effectively and to empathize with their needs.															X				
HR IL:1523 IDECC:----	Attitude: A belief that first impressions are important to the business and last impressions are longest remembered.	X														X				
FI IL:1526 IDECC:----	Skill: Ability to keep up-to-date on real estate financing funds.															X				
FI IL:1527 IDECC:----	Skill: Ability to solve various real estate finance problems.															X				
FI IL:1528 IDECC:----	Skill: Ability to complete financial arrangements for/with clients.															X				

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FI	IL:1529 IDECC:----	Knowledge of or Understanding that: Financing that pertains to the completion of real estate transactions.															X				
FI	IL:1530 IDECC:----	Knowledge of or Understanding that: The types of mortgages and their application to appropriate transactions.															X				
HR	IL:1531 IDECC:----	Attitude: Assumes responsibility for individual actions.														X		X			
HR	IL:1532 IDECC:----	Skill: The ability to give needed advice to co-workers without portraying a "know-it-all" attitude.																X			
HR	IL:1533 IDECC:----	Attitude: Displaying drive, aggressiveness, and a strong desire to succeed.																X			
HR	IL:1537 IDECC:----	Skill: In developing and maintaining a professional and continuing rapport with clients, salespeople, and other business contacts.	X											X							
HR	IL:1538 IDECC:----	Skill: In effecting harmonious relations with all channel components and facilitating agencies.												X							

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HR IL:1539 IDECC:----	Skill: In interacting socially and professionally with professional organizations, civic groups, and government agencies.												X							
HR IL:1540 IDECC:----	Skill: In understanding and applying high ethical standards.												X							
HR IL:1541 IDECC:----	Attitude: Feel a sense of obligation--or a conscience--toward other persons.												X							
HR IL:1542 IDECC:----	Skill: In overcoming discouragement with perseverance.												X							
HR IL:1543 IDECC:----	Skill: In disagreeing in a professional manner.												X							
HR IL:1544 IDECC:----	Knowledge of or Understanding that: A professional appearance is necessary for business success.												X							
HR IL:1545 IDECC:----	Skill: In achieving a proper balance among work, play, love, and spiritual values.												X							
HR IL:1546 IDECC:----	Skill: In exemplifying emotional stability and maturity.												X							

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HR IL:1547 IDECC:---	Skill: In being agressive and goal-oriented.												X							
HR IL:1548 IDECC:----	Skill: In taking charge and controlling situations.												X							
HR IL:1549 IDECC:----	Knowledge of or Understanding that: How to apply intuition with discretion.												X							
HR IL:1550 IDECC:----	Skill: In tempering optimism with reality.												X							
DI IL:1551 IDECC:----	Attitude: That displays can be used to create prestige, obtain publicity, educate the public, introduce new services or procedures, and build goodwill.													X						
DI IL:1552 IDECC:----	Skill: Ability to tie together advertising and displays in order to make a greater impact on customers.	X												X						
DI IL:1553 IDECC:----	Knowledge of or Understanding that: The types and uses of displays.															X	X			

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DI IL:1554 IDECC:----	Knowledge of or Understanding that: The use of visual merchandising (i.e., open houses); and how to maintain a photo gallery of listed homes, commercial and rental properties.															X				
DI IL:1555 IDECC:----	Skill: Ability to evaluate the total effect conveyed to the public by the real estate office building and/or entrance.															X				
DI IL:1556 IDECC:----	Skill: Ability to conduct an open-house promotion and evaluate the effectiveness of open/model homes.															X				
DI IL:1557 IDECC:----	Skill: Ability to prepare real estate property for display, prepare yourself for displaying real estate, and prepare the client for displaying real estate.															X				
DI IL:1558 IDECC:----	Knowledge of or Understanding that: How to show unfurnished homes.															X				
DI IL:1559 IDECC:----	Knowledge of or Understanding that: How to select a site for an exhibit and how to furnish an exhibit home.															X				

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DI IL:1560 IDECC:----	Knowledge of or Understanding that: The laws regarding displaying real property and how to decide on an appropriate outdoor sign.																			
DI IL:1561 IDECC:----	Skill: In evaluating the effectiveness of catalogs in service.												X							
DI IL:1562 IDECC:----	Knowledge of or Understanding that: The benefits of trade shows.												X							
DI IL:1563 IDECC:----	Skill: In organizing, assembling, and presenting effective trade show displays.												X							
DI IL:1564 IDECC:----	Skill: In assessing the effectiveness of trade show participation.												X							
DI IL:1565 IDECC:----	Knowledge of or Understanding that: The benefits of showroom displays.												X							
DI IL:1566 IDECC:----	Skill: In designing, organizing, assembling, and setting up effective showroom displays.												X							
DI IL:1567 IDECC:----	Knowledge of or Understanding that: The benefits of catalogs.												X							

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DI IL:1568 IDECC:----	Skill: In designing, organizing, assembling, and distributing complete and easy-to-use catalogs.												X							
DI IL:1569 IDECC:----	Skill: In constructing various types of display arrangements.		X																	
DI IL:1570 IDECC:----	Skill: In arranging attractive mock-room displays.											X								
AD IL:1572 IDECC:----	Skill: In adjusting sales messages in terms of time limitations.											X								
ME IL:1576 IDECC:----	Skill: In analyzing the consumer market relative to needs, desires, prices, and products.	X																		
ME IL:1577 IDECC:----	Knowledge of or Understanding that: The purpose of sales promotion.	X																		
ME IL:1578 IDECC:----	Knowledge of or Understanding that: How to make sure buying stays within the projected budget.		X																	
ME IL:1579 IDECC:----	Skill: In developing files on suppliers and their stock.		X																	
ME IL:1580 IDECC:----	Skill: In checking stock for damaged and soiled merchandise.		X																	

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ME IL:1581 IDECC:----	Skill: In preparing merchandise for the sales floor.		X									X								
ME IL:1582 IDECC:----	Skill: In distributing merchandise to the sales floor.		X																	
ME IL:1583 IDECC:----	Skill: In remarking merchandise for special/sales events.		X																	
ME IL:1584 IDECC:----	Knowledge of or Understanding that: How to maintain stock purchase control.		X																	
ME IL:1585 IDECC:----	Skill: In helping models select garments for fashion show.		X																	
ME IL:1586 IDECC:----	Skill: In altering and preparing garments for fashion show.		X																	
ME IL:1587 IDECC:----	Skill: In helping models dress.		X																	
ME IL:1588 IDECC:----	Skill: In returning garments to proper place in store after the style show.		X																	
ME IL:1589 IDECC:----	Skill: In arranging showings of new merchandise models, lines, and fashionable changes.											X								

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PU IL:1601 IDECC:----	Skill: In setting meaningful and effective buying objectives.												X							
PU IL:1602 IDECC:----	Skill: In formulating buying steps needed to achieve buying objectives.												X							
PU IL:1603 IDECC:----	Skill: In effectively executing each buying step in the program.												X							
PU IL:1604 IDECC:----	Skill: In measuring and evaluating purchasing performance.												X							
PU IL:1605 IDECC:----	Skill: In interpreting, understanding, and implementing company buying policies and practices.												X							
PU IL:1606 IDECC:----	Skill: In understanding and applying specialized purchasing procedures, i.e., blanket orders.												X							
PU IL:1607 IDECC:----	Skill: In understanding and buying within legal boundaries.												X							
PU IL:1608 IDECC:----	Knowledge of or Understanding that: The techniques of value analysis.												X							

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PU IL:1609 IDECC:----	Skill: In assessing the feasibility of buying or making the product.												X							
PU IL:1610 IDECC:----	Skill: In effectively securing price information.												X							
PU IL:1611 IDECC:----	Skill: In preparing and implementing competitive bidding programs.												X							
PU IL:1612 IDECC:----	Skill: In understanding and applying purchasing budgets.												X							
PU IL:1613 IDECC:----	Skill: In identifying and locating sources of supply.												X							
PU IL:1614 IDECC:----	Skill: In objectively evaluating sources of supply.												X							
PU IL:1615 IDECC:----	Skill: In anticipating needs and developing alternative sources of supply.												X							
PU IL:1616 IDECC:----	Skill: In anticipating and planning for contingencies, i.e., strikes.												X							
PU IL:1617 IDECC:----	Skill: In organizing and maintaining adequate purchasing files and records.												X							
PU IL:1618 IDECC:----	Skill: In organizing and administering effective inventory control systems.												X							

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PU IL:1619 IDECC:----	Knowledge of or Understanding that: The techniques of computing economic ordering quantities.												X							
PU IL:1620 IDECC:---	Skill: In organizing and administering effective receiving and inspection programs.												X							
PU IL:1621 IDECC:----	Skill: In following up and insuring delivery as promised.												X							
PU IL:1622 IDECC:----	Skill: In handling claims in a professional manner.												X							
PU IL:1623 IDECC:----	Knowledge of or Understanding that: Processes for disposing of scrap.												X							
PU IL:1624 IDECC:----	Skill: In assessing the economy.												X							
PU IL:1625 IDECC:----	Skill: In anticipating potential economic problems and ranking them by severity and probability.												X							
PU IL:1626 IDECC:----	Knowledge of or Understanding that: Forward buying, speculation, and commodity markets.												X							

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PU IL:1627 IDECC:----	Skill: In understanding and adapting to different types of salespeople and different selling methods.												X							
PU IL:1628 IDECC:----	Skill: In understanding and showing respect for the salesperson's position and time.												X							
PU IL:1629 IDECC:----	Skill: In effectively negotiating with salespeople.												X							
PU IL:1630 IDECC:----	Skill: In analyzing and accepting buying failures.												X							
PU IL:1631 IDECC:----	Attitude: Seek wisdom and skills to avoid repeating buying mistakes.												X							
PU IL:1632 IDECC:----	Attitude: Discipline self to read, study, and apply new buying techniques for professional growth.												X							
PU IL:1633: IDECC:----	Skill: In effectively working with others in training new buyers.												X							
OP IL:1664 IDECC:----	Knowledge of or Understanding that: The location of fire extinguishers and other emergency equipment.													X						

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MA IL:1701 IDECC:----	Skill: Ability to use the cash register properly.		X									X				X	X			
MA IL:1702 IDECC:----	Skill: Ability to add, subtract, multiply, and divide with precision; use and translate fractions, percents, and decimals.														X	X	X			
MA IL:1703 IDECC:----	Skill: Ability to calculate interest on loans, sales commission, and broker's fee.															X				
MA IL:1704 IDECC:----	Skill: Ability to determine the costs to the buyer for real estate transactions; compute the net proceeds (after assessments, taxes, commissions, discounts, etc.) to the seller; and calculate the ways of preparing the deed, recording fees, and other legal fees.															X				
MA IL:1705 IDECC:----	Skill: Ability to determine the value of property, prepare cost breakdown of "extras" in homes or property, estimate cost of depreciation and condition of various types of property.															X				

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MA IL:1706 IDECC:----	Skill: Ability to measure property, house, and room sizes.															X				
MA IL:1707 IDECC:----	Skill: Ability to determine income from property; compute property taxes; prorate taxes, insurance, and rents; and figure profit and loss in real estate sales.															X				
MA IL:1708 IDECC:----	Skill: The ability to use computing devices and mechanical aids effectively to speed mathematical calculations.														X		X			
MA IL:1709 IDECC:----	Skill: Ability to calculate premiums accurately by effectively using self-rating scales and/or rating charts.														X					
MA IL:1710 IDECC:----	Skill: Ability to apply mathematical skills to realistic situations, by helping clients match their individual budgets with appropriate insurance coverage.														X					
MA IL:1711 IDECC:----	Knowledge of or Understanding that: The procedure by which the insurance agency makes profits and meets operating expenses, including salespersons' commissions.														X					

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MA IL:1712 IDECC:----	Knowledge of or Understanding that: Know and apply the basic principles of math to industrial marketing problems.												X							
MA IL:1713 IDECC:----	Skill: In computing commissions and discounts for different channel members.												X							
MA IL:1714 IDECC:----	Knowledge of or Understanding that: The computations of basic ratios needed in comparing performance achievements.												X							
MA IL:1715 IDECC:----	Skill: In calculating the cost of direct mail including preparation and printing as well as postage.	X																		
MA IL:1716 IDECC:----	Skill: In calculating the total advertising budget that results from taking advantage of cooperative advertising monies.	X																		
MA IL:1717 IDECC:----	Skill: In calculating an advertising budget using the approach commonly called "according to last year's sales."	X																		
MA IL:1718 IDECC:----	Skill: In calculating an advertising budget using the approach commonly called "in terms of anticipated sales."	X																		

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MA IL:1719 IDECC:----	Skill: In calculating an advertising budget using the approach commonly called "in terms of anticipated profits."	X																		
MA IL:1720 IDECC:----	Skill: In calculating an advertising budget using the approach commonly called "the objective and task method."	X																		
MA IL:1721 IDECC:----	Skill: In calculating newspaper sizes using the column inch, the agate line, and the pica.	X																		
MA IL:1722 IDECC:----	Skill: In applying agency commissions, frequency discounts, and cash discounts to media.	X																		
MA IL:1723 IDECC:----	Skill: In calculating fees for Full Position and Next to Reading Material Position.	X																		
MA IL:1724 IDECC:----	Skill: In converting measurements to yardage.											X								
MA IL:1725 IDECC:----	Skill: In computing cost of fabric from measurement, work specifications, and types of fabric.											X								
PS IL:1726 IDECC:----	Skill: In suggesting furnishings suited for the type and size of home.											X								

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PS IL:1727 IDECC:----	Skill: In suggesting compatible types of furniture to customers.											X								
OP IL:1800 IDECC:----	Skill: In preparing and shipping warranty items approved for return.		X									X								
OP IL:1801 IDECC:----	Knowledge of or Understanding that: Business' policies concerning dress regulations, tardiness and absences, personal use of the telephone, lunch hours, personal leave, etc.													X	X		X			
OP IL:1802 IDECC:----	Knowledge of or Understanding that: The rules and regulations of insurance business procedures concerning agents' policies of ethics and professionalism.														X					
OP IL:1803 IDECC:----	Skill: In correctly filing business and/or client information for later reference.														X					
OP IL:1804 IDECC:----	Skill: In collecting premiums and keeping accurate records.														X					
OP IL:1805 IDECC:----	Knowledge of or Understanding that: The operating expenses of the business and how they can be kept at a minimum.																X			

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OP IL:1806 IDECC:----	Skill: In checking to be sure safety laws and rules are observed in store and display areas.		X																	
OP IL:1807 IDECC:----	Knowledge of or Understanding that: The different methods of bill collection used by agricultural firms.																X			
OP IL:1808 IDECC:----	Attitude: An appreciation of the importance of inventory control systems.																X			
OP IL:1809 IDECC:----	Attitude: An appreciation of the importance of having a designated shipping and receiving area.																X			
OP IL:1810 IDECC:----	Skill: In keeping accurate records of goods and services sold by classification--use of ticket stubs or special forms.																X			
OP IL:1811 IDECC:----	Skill: In the use of purchase orders, shipping statements, invoices, etc., to process products and services.																X			
OP IL:1812 IDECC:----	Skill: In maintaining accurate business records for tax purposes.																X			

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OP IL:1813 IDECC:----	Knowledge of or Understanding that: The success of the business is related to proper purchasing functions.																X			
OP IL:1814 IDECC:----	Skill: In selecting the proper transportation method for a given product or service.																X			
OP IL:1815 IDECC:----	Attitude: That goods and services must be processed quickly in order to reduce waste, theft, etc.																X			
OP IL:1816 IDECC:----	Skill: In examining products and workmanship and determining the proper method of correction when necessary.																X			
OP IL:1817 IDECC:----	Skill: In using labels, tags, stamps, wrappers, etc., to identify products.																X			
OP IL:1818 IDECC:----	Knowledge of or Understanding that: The need for efficient storage arrangements and protection.																X			
OP IL:1819 IDECC:----	Skill: In discarding boxes, wrappings, and other waste in the proper manner.		X									X								

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OP IL:1820 IDECC:----	Skill: In operating product handling, storage, and processing equipment in a manner consistent with acceptable safety standards.																X			
OP IL:1821 IDECC:----	Attitude: An appreciation of the importance of proper safety planning and accident prevention.		X														X			
OP IL:1822 IDECC:----	Knowledge of or Understanding that: Techniques involved in executing marketing plans and programs.												X							
OP IL:1823 IDECC:----	Knowledge of or Understanding that: Know and apply the procedures needed in preparing and submitting data for use in determining sales forecasts.												X							
OP IL:1824 IDECC:----	Skill: In evaluating competitive marketing, pricing, and sales activities.												X							
OP IL:1825 IDECC:----	Skill: In evaluating and selecting channels of distribution and specific distributors to best achieve predescribed objectives.												X							

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OP IL:1826 IDECC:----	Skill: In interpreting, understanding, evaluating, and recommending efficient and economical transportation modes and carriers.												X							
OP IL:1827 IDECC:----	Knowledge of or Understanding that: Lease agreements.												X							
PS IL:1828 IDECC:----	Skill: In explaining construction of furniture and the advantages/disadvantages of various types.											X								
PS IL:1829 IDECC:----	Skill: In explaining procedures for using appliances.											X								
PS IL:1830 IDECC:----	Skill: In informing the customer as to how to care for appliances.											X								
PS IL:1831 IDECC:----	Skill: In aiding customers in accessorizing rooms.											X								
PS IL:1832 IDECC:----	Skill: In aiding customers in coordinating colors.											X								
PS IL:1833 IDECC:----	Skill: In aiding customers in selecting a fabric.											X								
PS IL:1834 IDECC:----	Skill: In giving customer information about care procedures for fabrics.											X								

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PS IL:1835 IDECC:----	Skill: In sketching floor plans.											X								
PS IL:1836 IDECC:----	Skill: In taking on-site measurements.											X								
PS IL:1837 IDECC:----	Skill: In suggesting appropriate window covering hardware.											X								
PS IL:1838 IDECC:----	Skill: In explaining procedures for hanging draperies and curtains.											X								
PS IL:1839 IDECC:----	Skill: In accompanying interior designer on visits to customer's home.											X								
OP IL:1840 IDECC:----	Skill: In keeping sidewalks clean and free of ice or snow.		X									X								
OP IL:1841 IDECC:----	Skill: In keeping merchandise and sales floors orderly and neat.		X																	
OP IL:1842 IDECC:----	Knowledge of or Understanding that: How to fill out necessary forms when accidents occur.		X																	
OP IL:1843 IDECC:----	Skill: In reticketing merchandise.		X																	
OP IL:1844 IDECC:----	Skill: In keeping entrances clean and uncluttered.											X								

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SE IL:1850 IDECC:----	Skill: In using trade-ups in selling.		X																	
SE IL:1851 IDECC:----	Skill: In pointing out hidden values of merchandise.	X	X									X								
SE IL:1882 IDECC:----	Skill: In making a professional sales presentation.	X																		
SE IL:1883 IDECC:----	Skill: In suggesting additional time or space.	X																		
SE IL:1884 IDECC:----	Skill: In discussing terms of payments and negotiating contracts for advertising services.	X																		
SE IL:1885 IDECC:----	Skill: In discussing the price of advertising services with the client.	X																		
SE IL:1886 IDECC:----	Skill: In translating medium knowledge into client benefits.	X																		
SE IL:1887 IDECC:----	Skill: In providing information requested by a client.	X																		
SE IL:1888 IDECC:----	Skill: In showing benefits of specific advertising (case histories).	X																		

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SE IL:1889 IDECC:----	Skill: In presenting advertising layout and copy and listening to client response.	X																		
SE IL:1890 IDECC:----	Skill: In providing research information to clients.	X																		
SE IL:1891 IDECC:----	Skill: In applying basic principles and techniques of selling.	X																		
SE IL:1892 IDECC:----	Skill: In reviewing the marketing situation for clients' products or services.	X																		
SE IL:1893 IDECC:----	Skill: In presenting media plans and discussing client responses.	X																		
SE IL:1894 IDECC:----	Skill: In gathering input from the client on marketing objectives.	X																		
SE IL:1895 IDECC:----	Skill: In making appointments for personal sales calls in an effort to increase business.	X																		
SE IL:1896 IDECC:----	Skill: In developing marketing objectives to realize profit for the client.	X																		

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SE IL:1897 IDECC:----	Skill: In planning how to effectively deal with clients.	X																		
SE IL:1898 IDECC:----	Skill: In identifying, pursuing, and acquiring new advertising business.	X																		
SE IL:1899 IDECC:----	Skill: In gathering information about the consumers, products or services, and the firm to be used in developing advertising programs.	X																		
SE IL:1900 IDECC:----	Skill: In developing lists of prospective advertising clients.	X																		
SE IL:1901 IDECC:----	Skill: Use suggestion selling in situations where customers are unfamiliar with the services offered.																			
SE IL:1902 IDECC:----	Skill: In keeping clients' previous advertising records and reviewing such records prior to a sales call.	X																		
SE IL:1903 IDECC:----	Skill: In creating new advertising business brochures, sales presentations, and sales promotion plans to use during sales calls.	X																		

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SE	IL:1904 IDECC:----	Skill: Prepare a competitive market survey and understand the law regarding selling of real property.															X				
SE	IL:1905 IDECC:----	Skill: In obtaining property information and accurately reporting property information obtained.															X				
SE	IL:1906 IDECC:----	Skill: Evaluate your agency's prospecting effectiveness.															X				
SE	IL:1907 IDECC:----	Skill: Initiate contests offering financial reward/recognition for meeting or surpassing sales quotas.															X				
SE	IL:1908 IDECC:----	Skill: In locating and qualifying prospective buyers.															X				
SE	IL:1909 IDECC:----	Skill: Locate listings for your agency from such sources as referrals, solicitations, leads, and previous customers.															X				
CO	IL:1910 IDECC:----	Skill: Effectively apply telephone prospecting techniques.			X											X	X				

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SE IL:1911 IDECC:----	Skill: Obtain a listing contract from owners which includes details on: commission, length of listing, etc.															X				
SE IL:1912 IDECC:----	Skill: Be alert to buying motives of clients, and exercise skill in overcoming prospective buyers' objections.															X				
SE IL:1913 IDECC:----	Skill: Apply sales appeals according to the buying motives of the clients; exercise tact, creativity, and adaptability.															X				
SE IL:1914 IDECC:----	Attitude: Maintain high morale, motivation and ethics.															X				
SE IL:1915 IDECC:----	Skill: In showing the property to prospective buyers; explain features and drawbacks of property, and features of neighborhood such as schools, shopping, etc.															X				
SE IL:1916 IDECC:----	Knowledge of or Understanding that: The termination of listing by law and by action of the parties.															X				

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SE IL:1917 IDECC:----	Knowledge of or Understanding that: How to effectively present the offer to the seller, how to effectively present the counter offer, and effectively handle buyer's decision on the counter offer.															X				
SE IL:1918 IDECC:----	Knowledge of or Understanding that: Closing procedures of a sale, and how and when to close the sale.															X				
SE IL:1919 IDECC:----	Skill: Arrange such closing requirements as closing date, deposit, title search, lien search, survey of property, and other legal instruments.															X				
SE IL:1920 IDECC:----	Skill: Complete legal instruments.															X				
SE IL:1921 IDECC:----	Skill: Collect any deposit made by the buyer and handle it as prescribed by law.															X				
SE IL:1922 IDECC:----	Skill: Arrange for the seller to make necessary repairs.															X				
SE IL:1923 IDECC:----	Skill: Arrange for the buyer to inspect property immediately prior to closing.															X				

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SE IL:1924 IDECC:----	Skill: Keep the owner informed on the progress of the listing.															X				
SE IL:1925 IDECC:----	Skill: Prepare the property brief to include photos of property and building, maps of property, floor plans, tax information, financing, etc.															X				
SE IL:1926 IDECC:----	Skill: Maintain a "listing file" in the real estate office with listing indexed, cross-referenced, and up-to-date.															X				
SE IL:1927 IDECC:----	Skill: Use assistance of others in your agency when facing a problem.															X				
SE IL:1928 IDECC:----	Knowledge of or Understanding that: The essentials of a valid real estate sales contract and the forms of contract documents.															X				
SE IL:1929 IDECC:----	Knowledge of or Understanding that: The listing agreements, the contract for sale of real estate, the option to buy and sell, and installment contracts.															X				

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SE IL:1930 IDECC:----	Knowledge of or Understanding that: Leases and escrow agreements.															X				
SE IL:1931 IDECC:----	Skill: Explain sellers' responsibilities for property from sales to close.															X				
SE IL:1932 IDECC:----	Skill: In determining how to approach a prospect and where/when to make an appointment.														X					
PS IL:1932 IDECC:----	Skill: In designing a brandname and slogan for a given product and a logo for a given business firm.	X																		
SE IL:1933 IDECC:----	Skill: In establishing an interview direction at the beginning of the call.														X					
PS IL:1933 IDECC:----	Knowledge of or Understanding that: The basic structural elements: illustration, body copy, logo, and headline.	X																		
SE IL:1934 IDECC:----	Skill: In questioning clients in a controlled situation to determine individual and family needs.														X					

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PS IL:1934 IDECC:----	Knowledge of or Understanding that: How to utilize human interest, eye appeal, balance of shapes, and elements of advertisement.	X																		
SE IL:1935 IDECC:----	Skill: In recommending an insurance policy or program that most appropriately fits the client's needs.														X					
PS IL:1935 IDECC:----	Skill: In executing the comprehensive layout in a form suitable for presentation to a client.	X																		
SE IL:1936 IDECC:----	Attitude: An appreciation of the importance of recognizing each customer as an individual and showing a sincere interest in the customer's problems.														X		X			
PS IL:1936 IDECC:----	Skill: In executing simple "slip-out" paste-up layouts.	X																		
SE IL:1937 IDECC:----	Skill: In providing all pertinent information needed concerning costs of insurance coverage, the premium, and mode of payment.														X					

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PS IL:1937 IDECC:----	Skill: In cropping photographs and illustrations and indicating the exact specifications for pica widths, depths, etc.	X																		
SE IL:1938 IDECC:----	Attitude: Willingness to explain the cost and coverage differences among companies.														X					
PS IL:1938 IDECC:----	Skill: In determining. selecting, measuring, fitting, and preparing copy for a given assignment.	X																		
SE IL:1939 IDECC:----	Skill: In matching policy features to client benefits.														X					
PS IL:1939 IDECC:----	Skill: In making dummies or mock-ups for brochures, pamphlets, books, etc.	X																		
SE IL:1940 IDECC:----	Attitude: Being optimistic and positive about the business, but not criticizing competitors.														X					
PS IL:1940 IDECC:----	Skill: In designing and executing a series of ads for one company organized around the variation of one basic theme or selling point.	X																		
SE IL:1941 IDECC:----	Skill: Ability to direct the sales conversation.														X					

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PS IL:1941 IDECC:----	Skill: In selecting timely items and designing circulars for advertising in the local neighborhood or community.	X																		
SE IL:1942 IDECC:----	Skill: In analyzing reasons for customer cancellation of insurance coverage.														X					
PS IL:1942 IDECC:----	Skill: In developing a rough layout into camera-ready format.	X																		
SE IL:1943 IDECC:----	Skill: In completing application and/or inspection forms, and reviewing them with client(s).														X					
PS IL:1943 IDECC:----	Skill: In working with a printer in producing finished ads.	X																		
SE IL:1944 IDECC:----	Skill: In delivering policies by explaining to clients the exclusions, deductibles, clauses, and payment schedules; and answer clients' questions.														X					
PS IL:1944 IDECC:----	Skill: In designing and making storyboards for television.	X																		

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SE IL:1945 IDECC:----	Skill: In reviewing clients' files by periodically scanning coverages and checking rates.														X					
PS IL:1945 IDECC:----	Skill: In creating and executing a short TV commercial.	X																		
SE IL:1946 IDECC:----	Skill: In maintaining a current file on each client by adding, deleting, or updating information.														X					
PS IL:1946 IDECC:----	Skill: In designing a semi-comprehensive scale model of a billboard ad.	X																		
SE IL:1947 IDECC:----	Skill: In maintaining current policies by contacting and questioning policyholders and suggesting any changes that should be considered.														X					
PS IL:1947 IDECC:----	Skill: In designing a semi-comprehensive layout of a transit ad, such as a car-card.	X																		
SE IL:1948 IDECC:----	Skill: When a client reports a loss, determine if the loss is insured and obtain a proof of loss.														X					

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PS	IL:1948 IDECC:----	Skill: In preparing audio-visual presentations on results of advertising.	X																		
SE	IL:1949 IDECC:----	Skill: Ability to assist the insured or beneficiary in completing claim forms.														X					
PS	IL:1949 IDECC:----	Skill: In preparing merchandise for lay-away.		X																	
SE	IL:1950 IDECC:----	Skill: In following-up to see that clients or beneficiaries have received payment for claims.														X					
PS	IL:1950 IDECC:----	Skill: In bagging garments.																			
SE	IL:1951 IDECC:----	Attitude: An appreciation of the need to participate in civic and professional organizations in order to expand contacts and contribute to community growth.		X												X		X			
SE	IL:1952 IDECC:----	Attitude: A willingness to speak to local community organizations and schools.														X					
SE	IL:1953 IDECC:----	Skill: In obtaining referrals from policyholders, friends, business persons, etc.														X					

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SE IL:1954 IDECC:----	Skill: In handling clients' complaints in a pleasant and effective manner.														X					
SE IL:1955 IDECC:----	Skill: In locating prospective customers.																X			
SE IL:1956 IDECC:----	Skill: In accurately completing the records and sales forms involved in making the sales transaction.																X			
SE IL:1957 IDECC:----	Attitude: That it is the feeling of being a valued patron that converts occasional customers into regular ones.																X			
SE IL:1958 IDECC:----	Knowledge of or Understanding that: The methods of financing the sale in order to better serve the customer.																X			
PS IL:1959 IDECC:----	Skill: In developing a script for radio and TV presentation.	X																		
SE IL:1963 IDECC:----	Skill: In discriminating between different buyer types.												X							
SE IL:1964 IDECC:----	Skill: In understanding and relating to different types of buyers.												X							

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SE IL:1965 IDECC:----	Skill: In understanding and reacting objectively to the buying process.												X							
SE IL:1966 IDECC:----	Skill: In identifying and reacting to buyer motives.												X							
SE IL:1967 IDECC:----	Skill: In showing respect for the buyer's position and time.												X							
SE IL:1968 IDECC:----	Skill: In identifying customer needs and problems.												X							
SE IL:1969 IDECC:----	Skill: In effectively solving customer problems.												X							
SE IL:1970 IDECC:----	Knowledge of or Understanding that: Different selling methods in order to present the same idea in different ways.												X							
SE IL:1971 IDECC:----	Knowledge of or Understanding that: The sales process.												X							
SE IL:1972 IDECC:----	Skill: In arranging and presenting selling points that make for a complete presentation.												X							
SE IL:1973 IDECC:----	Skill: In assembling and effectively using a sales portfolio.												X							

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SE IL:1974 IDECC:----	Skill: In understanding and using visual selling tools.												X							
SE IL:1975 IDECC:----	Skill: In formulating and applying meaningful and effective personal sales objectives.												X							
SE IL:1976 IDECC:----	Skill: In formulating effective selling steps needed in achieving objectives.												X							
SE IL:1977 IDECC:----	Skill: In effectively executing each selling step in the program.		X										X							
SE IL:1978 IDECC:----	Skill: In measuring and evaluating the success of each selling step.												X							
SE IL:1979 IDECC:----	Skill: In interpreting, understanding, and implementing company policies and practices.												X							
SE IL:1980 IDECC:---	Skill: In understanding and applying sales budgets.												X							
SE IL:1981 IDECC:----	Skill: In understanding and selling within legal boundaries.												X							

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SE IL:1982 IDECC:----	Skill: In completing necessary reports--sales, expenses, sales calls, etc.												X							
SE IL:1983 IDECC:----	Skill: In understanding and implementing sales promotion programs.												X							
SE IL:1984 IDECC:----	Skill: In effectively negotiating with buyers.												X							
SE IL:1985 IDECC:----	Skill: In identifying and relating to the buying influentials.												X							
SE IL:1986 IDECC:----	Skill: In interpreting and responding to buying procedures of government and nonprofit agencies.												X							
SE IL:1987 IDECC:----	Attitude: Accept selling failures.												X							
SE IL:1988 IDECC:----	Skill: In analyzing failures.												X							
SE IL:1989 IDECC:----	Attitude: Seek wisdom and skills to avoid repeating selling mistakes.												X							
SE IL:1990 IDECC:----	Attitude: Discipline self to read, study, and apply new selling techniques for professional growth.												X							

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SE IL:1991 IDECC:----	Skill: In effectively working with others in training new salespeople.												X							